

Vale of White Horse and South Oxfordshire Town Centres and Retail Study

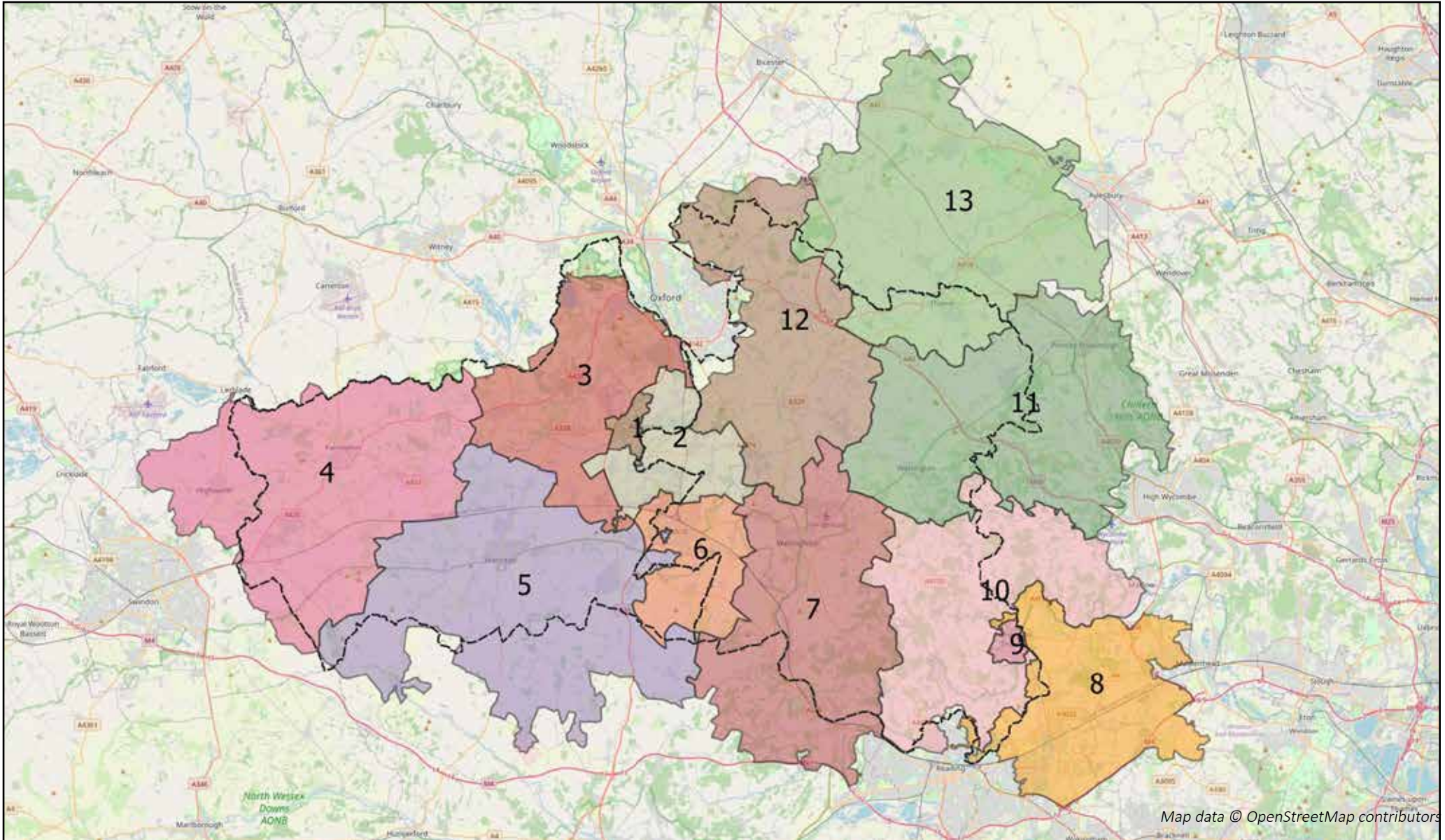
Appendices

ON BEHALF OF SOUTH OXFORDSHIRE AND VALE OF WHITE HORSE

COUNCILS

December 2023

Appendix 1: Study Area



Map data © OpenStreetMap contributors



Client

Vale of White Horse and South Oxfordshire Councils

Project

Vale of White Horse and South Oxfordshire Town Centres and Retail Study

Description

Study Area Plan

Appendix 2: Household Survey Results



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**Vale of White Horse & South Oxfordshire
Household Survey
for
Nexus Planning**

July 2022

Job Ref: 083A22

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in and around the Vale of White Horse and South Oxfordshire District Councils area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 1405 interviews were conducted between Wednesday 13th July and Wednesday 10th August 2022. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 13 zones defined by postcode sector. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	OX14 1, OX14 5	102
2	OX14 2, OX14 3, OX14 4	100
3	OX1 5, OX2 9, OX13 5, OX13 6	101
4	SN6 8, SN7 7, SN7 8	100
5	OX11 0, OX12 0, OX12 7, OX12 8, OX12 9, RG20 6, RG20 7	120
6	OX11 6, OX11 7, OX11 8, OX11 9	100
7	OX10 0, OX10 6, OX10 8, OX10 9, RG8 0, RG8 7, RG8 8, RG8 9	121
8	RG4 6, RG5 4, RG9 3, RG10 0, RG10 8, RG10 9, SL6 3, SL6 5, SL6 6	121
9	RG9 1, RG9 2	100
10	RG4 9, RG9 4, RG9 5, RG9 6, SL7 2	100
11	OX9 7, OX39 4, OX49 5, HP14 3, HP14 4, HP27 0, HP27 9	120
12	OX10 7, OX33 1, OX44 7, OX44 9	100
13	HP17 8, HP18 0, HP18 9, OX9 2, OX9 3	120
Total		1405

1.3.2 Telephone Numbers

The landline numbers are generated through a process known as Random Digit Dialling (RDD), whereby we start with known 'seed' numbers and then generate all possible number combinations around these. Known business numbers are removed and the remaining numbers are randomly sorted to give each number the same and equal chance of being selected.

The benefit of using RDD numbers (as opposed to those generated from pre-existing lists such as telephone directories and Electoral Register entries) is that ex-directory numbers are also included in the survey sample. In practice, this means that the sample provided is in no way preselected, and that consumers who had opted-out of providing their telephone contact details to directory operators had the opportunity to take part in the research, thereby removing potential bias in the sample.

Mobile numbers were also included in the survey sample to further increase the inclusivity of the survey, given the increase in the number of mobile-only households amongst certain demographic groups (especially younger people and lower income households). These numbers are generated from a variety of commercial sources, where permission has been given to use such contact information for research and marketing purposes.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.4 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	18.7%	122	2.1509
35-44	18.2%	100	2.5554
45-54	19.2%	121	2.2282
55-64	18.9%	280	0.9478
65+	25.1%	782	0.4503
Total		1405	

Further weightings were then applied to the zone data, to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	21,019	102	63	0.5696
2	25,815	100	78	0.7327
3	33,417	101	101	1.0769
4	31,805	100	96	1.1082
5	42,534	120	128	0.9344
6	35,719	100	107	0.7029
7	42,554	121	128	1.1769
8	71,102	121	214	1.8136
9	12,304	100	37	0.4892
10	31,224	100	94	1.0317
11	45,445	120	137	1.1065
12	30,809	100	93	1.1571
13	43,183	120	130	1.0727
Total	466,930	1405	1405	

* Source: 2011 Census

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1405 answers “Yes” to a question, we can be 95% sure that between 47.4% and 52.6% of the population holds the same opinion (i.e. +/- 2.6%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.6%
20%	±2.1%
30%	±2.4%
40%	±2.6%
50%	±2.6%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone Filtered Nulls & SFT

(Weighted)

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																	
Q01 Where did you last undertake your main food and grocery shopping?																															
<i>Excl. Nulls & SFT</i>																															
Zone 1																															
B&M, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	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	0.0%	0			
Co-Op Food, Northcourt Road, Abingdon, OX14 1PJ	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	0.0%	0			
Co-Op Food, West St. Helen Street, Abingdon, OX14 5BL	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Lidl, Marcham Road, Abingdon, OX14 1TP	1.2%	15	13.9%	7	2.7%	2	5.6%	5	1.3%	1	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			
One Stop, Wootton Road, Abingdon, OX14 1JD	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	0.0%	0			
Premier - Reynolds Supermarket, Reynolds Way, Abingdon, OX14 5JT	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	0.0%	0			
Spar Stores, High Street, Abingdon, OX14 5BB	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	0.0%	0			
Spar, Euro Garages, Marcham Road, Abingdon, OX14 1BT	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	0.0%	0			
Tesco Express, Fitzharris Arms, Wootton Road, Abingdon OX14 1JH	0.3%	3	4.3%	2	0.5%	0	0.6%	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			
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	7.4%	88	49.6%	26	42.7%	27	35.3%	30	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0			
Zone 2																															
Budgens, Peachcroft Road, Abingdon, OX14 2QA	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	0.0%	0			
Costcutter, Bradstocks Way, Sutton Courtenay, Abingdon, OX14 4BY	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	0.0%	0			
Costcutter, Service Station, Vineyard, Abingdon, OX14 3PB	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	0.0%	0			
Local shops, Abingdon Town Centre	0.3%	4	5.3%	3	1.1%	1	0.6%	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			
Local shops, Grove Village Centre	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	0.0%	0			
Londis Abingdon, Vineyard, Abingdon, OX14 3PB	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	0.0%	0			
Londis Supermarket, Park	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	0.0%	0			

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Square, Milton Park, Milton, Abingdon, OX14 4RR														
M&S Simply Food, Sutton Courtenay, Milton, Abingdon OX14 4TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road, Abingdon, OX14 2ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	2.6%	31	15.7%	8	20.1%	13	9.2%	8	0.0%	0	2.2%	2	0.0%	0
Zone 3														
Budgens, Frilford, Frilford Service Station, Marcham Road, Frilford, Abingdon, OX13 6QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Besselsleigh Road, Wootton, Abingdon, OX13 6DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Steventon, Abingdon, OX13 6RS	0.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Kennington Road, Kennington, Oxford, OX1 5PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Southmoor, Abingdon, OX13 5HE	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Westway Square, Botley, Oxford, OX2 9TJ	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter Supermarket, Cholswell Road, Abingdon, OX13 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Way, Botley, Oxford OX2 9LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Marcham	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Southmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Besselsleigh Road, Wootton, Abingdon, OX13 6DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Southmoor, Abingdon, OX13 5BB														
Tesco Express, West Way, Botley, Oxford OX2 9TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	4.1%	49	0.0%	0	2.5%	2	5.2%	4	27.6%	22	20.4%	22	0.0%	0
Co-Op Food, Cardinal House, Brewery Street, Highworth, Swindon, SN6 7AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Shrivenham, Swindon, SN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Stanford in the Vale, Faringdon, SN7 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-Op Food, Majors Rd, Watchfield, Swindon SN6 8TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Faringdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Newburgh Place, Highworth, Swindon, SN6 7DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	2.3%	27	0.0%	0	0.0%	0	0.0%	0	33.8%	27	0.4%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0
Zone 5														
Co-Op Food, High Street, Lambourn, Hungerford, RG17 8XL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Co-Op Food, Savile Way, Grove, Wantage, OX12 0PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Co-Op Food, Wantage Road, Didcot, OX11 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Wallingford Street, Wantage, OX12 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Compton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wantage Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Londis, Station Road, Grove, Bellinger Service Station, Station Road, Grove, Wantage, OX12 0DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Curie Avenue, Harwell, Didcot, OX11 0QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Store, Savile Way, Grove, Wantage, OX12 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	3.7%	44	0.0%	0	0.0%	0	0.0%	3.2%	3	38.5%	41	0.0%	0	0.0%
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	1.5%	18	0.0%	0	0.0%	0	0.0%	2.0%	2	15.2%	16	0.0%	0	0.5%
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	3.6%	42	2.5%	1	4.1%	3	0.6%	0	0.0%	0	1.7%	2	29.3%	27
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.5%	6	2.4%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-Op Food, Broadway, Didcot, OX11 8RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Ladygrove Local Centre, Mersey Way, Didcot, OX11 7PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Didcot, OX11 7LE	0.4%	4	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.3%	0	2.3%	3
Local shops, Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	4.7%	56	0.0%	0	4.2%	3	0.6%	0	0.0%	0	7.4%	8	35.3%	33
Tesco Express, Cockcroft Road, Didcot, OX11 8LL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.5%	2
Tesco Superstore, Wallingford Road, North	4.2%	50	0.0%	0	8.5%	5	0.6%	0	0.0%	0	3.9%	4	29.3%	27

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Moreton, Didcot, OX11 9BZ														
Zone 7														
Co-Op Food, Bridle Path, Woodcote, Reading, RG8 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Benson, Wallingford, OX10 6RP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, The Square, Pangbourne, Reading, RG8 7AG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ewelme, Wallingford OX10 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	2.5%	30	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.7%	1	18.6%	21
Local shops, Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Goring	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wallingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Wallingford, Sinodun Road, Wallingford, OX10 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Benson, Wallingford Benson Bp, Oxford Road, Benson, Wallingford, OX10 6LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Reading Road, Cholsey, Wallingford OX10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Basildon Filling Station, Lower Basildon RG8 9NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gatehampton Road, Goring, Reading RG8 0ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ilges Lane, Cholsey, Wallingford OX10 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. Martins Street, Wallingford, OX10 0EF	3.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	31	2.1%	4
Zone 8														
A&I Store, Victoria Road, Wargrave, Reading, RG10 8AG	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4

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Budgens, Highway Avenue, Maidenhead, SL6 5AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Cox Green Lane, Maidenhead, SL6 3EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Henley Road, Caversham, Reading, RG4 6DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Wessex Way, Maidenhead, SL6 3DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	1.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	22	0.7%	0
Zone 9														
Local shops, Henley on Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Greys Road, Henley-on-Thames, RG9 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bell Street, Henley-on-Thames RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames RG9 2BA	2.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	3.0%	6
Zone 10														
Co-Op Food, Wood Lane, Sonning Common, Reading, RG4 9SL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
One Stop, Wood Lane, Sonning Common, Reading, RG4 9SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's, West Street, Marlow, SL7 2NB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2

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Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Co-Op Food, Bell Street, Princes Risborough, HP27 0DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Couching Street, Watlington, OX49 5PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Co-Op Food, Main Road, Walter's Ash, High Wycombe, HP14 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Oakley Road, Chinnor, OX39 4HB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Little Waitrose, Lower Icknield Way, Longwick, Princes Risborough, HP27 9RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chinnor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Watlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
M&S Foodhall, Horns Lane, White Lion Road, Princes Risborough, HP27 0AN	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5
Tesco Express, Wycombe Road, Stokenchurch, High Wycombe, HP14 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	3.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	39
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Wheatley, Oxford OX33 1YZ	3.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	5.2%	6
Co-Op Food, Fane Drive, Berinsfield, Wallingford, OX10 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Dorchester-on-Thames, Wallingford, OX10 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Ladder Hill, Station Road, Wheatley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Oxford, OX33 1ST														
Co-Op Food, London Road, Headington, Oxford, OX3 9EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Headington, Oxford OX3 9AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheatley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Chalgrove, High Street, Chalgrove, Oxford, OX44 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Church Road, Horspath, Oxford, OX33 1RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Thame Road, Stadhampton, Oxford OX44 7TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier - Berinsfield Shopper, Fane Drive, Berinsfield, Wallingford, OX10 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Headington, Oxford OX3 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Headington, Oxford OX3 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13														
Waitrose, Old High Street, Headington, Oxford OX3 9HP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Co-Op Food, High Street, Thame, OX9 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Oxford Road, Stone, Aylesbury, HP17 8PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Tibbs Road, Haddenham, Aylesbury, HP17 8FH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thame	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Street, Thame OX9 3HS														
Morrisons Daily, Banks Parade, Haddenham, Aylesbury, HP17 8ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Thame OX9 2BU	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Waitrose, Greyhound Lane, Thame OX9 3ZD	3.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	18
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Aldi, Basingstoke Road, Reading RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	1.0%	12	0.5%	0	0.0%	0	13.6%	11	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dedworth Road, Windsor, SL4 4LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aldi, London Road, Earley, Reading RG6 1LA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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SN5 7EZ														
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tannery Road Industrial Estate, High Wycombe, HP13 7EQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Aldi, Vastern Court, Reading RG1 8AL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.9%	1
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading RG6 5TT	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	11	0.6%	0
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	6.3%	8
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Asda, Telford Drive, Slough, SL1 9LA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
HP19 8BU (Halfords, Dunelm, The Range)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Cavendish Road, Emmer Green, Reading, RG4 8XU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Atkyns Road, Headington, Oxford, OX3 8RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Cliveden View, Shifford Crescent, Maidenhead, SL6 7UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Eccleshall Road, Stone, ST15 0HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Littlemore Road, Oxford, OX4 3SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Market Square, High Street, Bampton, OX18 2JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Rose Hill, Iffley, Oxford OX4 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Station Road, Bletchingdon, Kidlington, OX5 3DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Templars Square, Cowley, Oxford, OX4 3XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, Barnfield Road Retail Park, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, Reading Link Retail Park, Rose Kiln Lane, Reading RG2 0SN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, St. Michael's Retail Park, Basingstoke RG22 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chalfont Way, Earley, Reading RG6 5HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham Shopping Centre, Chineham, Basingstoke RG24 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Road, Reading RG4 8BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cricklade Road, Gorse Hill, Swindon SN2 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crockhamwell Road, Woodley, Reading RG5 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Iceland, Festival Way, Basingstoke RG21 7JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Havelock Street, Swindon SN1 1LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Aylesbury HP20 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Nicholsons House Nicholsons Walk, Brock Lane Mall, Maidenhead SL6 1LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Oxford Road, Reading RG1 7QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Templars Square, Cowley, Oxford, OX4 3UZ	0.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Farnham Road, Slough, SL2 1BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lidl, Gastons Wood,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Basingstoke RG24 8TW														
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, High Wycombe, HP11 1LJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	2
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	12	0.0%	0
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Lidl, Worting Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham MK18 7RB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, London Road, Headington, Oxford OX3 7RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aylesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bicester Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Heddenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Local shops, Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, High Wycombe Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8
Local shops, London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Maidenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Reading Town Centre	0.4%	5	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.7%	1
Local shops, Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Swindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Broadfields Retail Park, Bicester Road, Church Street, Aylesbury HP19 8BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
M&S Foodhall, High Street, Aylesbury HP20 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
M&S Foodhall, Mannington Retail Park, Church Street, Swindon SN5 8WA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford OX2 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Chalfont Way, Crofton Road, Earley, Reading RG6 5HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Chineham Shopping Centre, Great Binfields Road, Chineham, Basingstoke RG24 8BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, East Services, Burghfield Road, Reading RG30 3UQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Grove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Road, The Harrow Way, Basingstoke RG21 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, London Road, Sonning Cutting, Reading RG6 1BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
M&S Simply Food, Marlborough Road, Swindon SN3 6AA	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Pinchington Lane, Leatherhead, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Rail Stn, Maidstone Road, Cripsey Road, Oxford OX1 1H	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Spittal Street, Marlow, SL7 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Station Road, Reading RG1 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Tilehurst Road, High Street, Reading RG1 7TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Wokingham Road, Bracknell RG42 1NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, The Eden Centre, High Wycombe, HP11 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, York Way, Durham Way, Royston, SG8 5GX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Broad Street High Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Festival Place, Paddington House, Church Street, Basingstoke RG21 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Maidenhead SL6 1PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Kemble Drive, Swindon SN2 2DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Northbrook Street, Newbury RG14 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Queen Street, Oxford OX1 1AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Regent Street, Swindon SN1 1JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Avenue, Bracknell RG12 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	4.1%	1
Martin the Newsagent Ltd, 69 Balfour Road, Oxford, OX4 6AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, The Broadway, Thatcham, Newbury RG19 3HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, Temple End, High Wycombe, HP13 5XX	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5
Morrisons, Thames Avene, Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)														
Premier Oxford Supermarket, Pegasus Road, Oxford, OX4 6JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Banbury Road, Summertown, Oxford OX2 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cowley Place, Oxford OX4 1JH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Local, High Street, Marlow, SL7 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Jansel Square, Camborne Avenue, Bedgrove, Aylesbury HP21 7ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, King Street, Maidenhead SL6 1DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Magdalen Street, Oxford OX1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Maiden Place, Reading RG6 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Shinfield Road, Reading RG2 8EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Aldate's, Oxford OX1 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Clement's Street, Oxford OX4 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broad Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Reading RG1 1DX																												
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5												
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	2.6%	31	3.1%	2	0.0%	0	13.7%	11	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	13	3.0%	3
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Market Street, Chipping Norton, OX7 5NA	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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Kidlington, OX5 2PE	0.0%	0	0.0%	0	0.0%	0	0.6%	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
Sainsbury's, Oxford Road, Swindon SN3 4EW	0.9%	11	0.0%	0	0.0%	0	0.0%	0	14.2%	11	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
Sainsbury's, Paddington Drive, Swindon SN5 7AA	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	0.0%	0
Sainsbury's, Pioneer Square, Bure Place, Bicester, OX26 6FA	0.1%	1	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	0.9%	1
Sainsbury's, Providence Place, Maidenhead SL6 8AG	2.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell RG12 7SS	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	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	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	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	1	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	0.7%	1	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	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	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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
Seacourt Tower Retail Park,	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Oxford OX2 0JJ (B&Q, Dreams, Decathlon)														
Shell Select, Garsington Road, Cowley, Oxford, OX4 2LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores, Didcot Parkway Station, Station Road, Didcot, OX11 7NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores, Duncock Way, Oxford, OX4 7EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	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 8RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Church Street, Caversham, Reading RG4 8AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Esso Express, Southcote Service Station, Bath Road, Reading RG30 2EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Abingdon Road, Oxford, OX1 4TJ	0.1%	1	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Banbury Road, Summertown, Oxford OX2 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Maidenhead SL6 4AQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Tesco Express, Buckingham Parade, Kempshott Lane, Basingstoke RG22 5NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley Way, Basingstoke RG24 9DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cowley Road, Oxford OX4 1UT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crown Street, Reading RG1 2SE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Express, Furze Platt Road, Maidenhead SL6 7NH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hampstead House, Basingstoke RG21 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Express, Horndean Road, Winkfield Row, Bracknell RG12 0XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Reading RG1 5BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Express, Magdalen Street, Oxford OX1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Northbrook Street, Newbury RG14 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke RG21 5SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road, Reading RG1 7LA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Express, Shinfield Road, Reading RG2 8HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silverdale Road, Lower Earley, Earley, Reading RG6 7NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Aldate's, Oxford OX1 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Knowsley Road, Tilehurst, Reading RG31 6FA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Swindon SN1 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tilehurst Road, Reading RG1 7TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitley Street, Reading RG2 0EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Windsor Road, Slough, SL1 2EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Tesco Extra, Napier Road, Reading RG1 8DF	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	4.0%	7
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0

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Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dedworth Road, Windsor, SL4 4JT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Farrell Close, Cirencester, GL7 1HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Newland Street, High Wycombe, HP11 2BY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	1.4%	16	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Everland Rd, Hungerford RG17 0DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke RG21 4YY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Waitrose, Bond Way, Bracknell RG12 1RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford OX2 0HH	0.4%	5	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading RG4 8AY	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Waitrose, Crockhamwell Road, Woodley, Reading RG5 3JW	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	8
Waitrose, Exchange Street, Waterside, Aylesbury HP20 1AL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7
Waitrose, Mill Lane, Swindon SN1 7BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead SL6 8AF	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	12
Waitrose, Oxford Road, Newbury RG14 1NB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Waitrose, Oxford Road, Reading RG30 6WR	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Waitrose, Western By-Pass Road, Peartree Interchange, Oxford OX2 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way Woolgate, Witney, OX28 6AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Westside Fruit, Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1190	52	63	84	79	107	93	112	186	30	78	119	75	112
Sample:	1199	90	80	88	82	103	89	105	105	84	82	103	85	103

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q02 Which retailer did you purchase your main food internet / home delivery shopping from?																												
<i>Those who said 'Internet / delivery' at Q01</i>																												
Amazon Pantry	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Asda	12.6%	27	2.2%	0	12.6%	2	0.0%	0	0.0%	0	49.0%	10	23.6%	3	0.0%	0	6.1%	2	3.3%	0	5.8%	1	5.8%	1	19.9%	3	21.1%	4
Iceland	1.7%	4	2.2%	0	0.0%	0	13.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Marks & Spencer	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	0.0%	0
Morrisons	3.2%	7	0.0%	0	4.7%	1	0.0%	0	3.0%	0	4.1%	1	12.8%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	1	3.0%	1	8.1%	1		
Ocado	7.3%	16	10.7%	1	4.7%	1	20.3%	3	0.0%	0	9.4%	2	26.2%	4	3.4%	1	2.9%	1	13.5%	1	5.8%	1	5.8%	1	0.0%	0	2.7%	0
Sainsbury's	18.7%	40	11.0%	1	6.9%	1	5.8%	1	32.6%	5	7.9%	2	15.1%	2	23.4%	4	34.5%	10	41.3%	3	5.8%	1	33.8%	6	17.7%	3	8.4%	2
Tesco	41.7%	90	73.8%	8	64.5%	10	57.4%	10	35.8%	6	25.5%	5	22.3%	3	53.1%	8	22.9%	6	38.7%	3	63.2%	10	29.0%	5	43.9%	8	38.9%	7
Waitrose	12.7%	27	0.0%	0	6.7%	1	2.9%	0	28.7%	5	4.1%	1	0.0%	0	16.8%	3	30.9%	9	3.3%	0	16.6%	3	2.9%	0	9.3%	2	20.8%	4
Other (Don't know / can't remember)	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	0.0%	0
Weighted base:	215	11	15	17	17	21	14	16	28	7	16	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	18
Sample:	206	12	20	13	18	17	11	16	16	16	16	18	17	15	17	15	17	17	17	17	17	17	17	17	17	17	17	17

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q03 What is the main reason you chose (STORE MENTIONED AT Q01) for your main food and grocery shopping?																												
Near to home	28.6%	403	39.7%	25	30.7%	24	26.9%	27	29.1%	28	26.6%	34	27.9%	30	26.9%	34	21.4%	46	35.7%	13	39.1%	37	32.4%	44	32.0%	30	23.5%	31
Lower prices	13.9%	195	9.1%	6	12.4%	10	13.9%	14	14.8%	14	16.6%	21	22.5%	24	21.2%	27	18.6%	40	4.8%	2	3.6%	3	8.2%	11	5.8%	5	13.3%	17
Habit / always use it / preference for retailer	8.1%	114	5.6%	4	4.2%	3	13.5%	14	3.8%	4	4.9%	6	4.2%	4	9.1%	12	17.3%	37	4.2%	2	8.9%	8	5.3%	7	6.3%	6	5.9%	8
Quality of food goods available	7.2%	101	6.8%	4	6.0%	5	2.3%	2	3.2%	3	9.5%	12	3.5%	4	11.0%	14	6.9%	15	10.0%	4	15.3%	14	5.0%	7	13.1%	12	4.0%	5
Internet shopping is convenient	5.9%	83	12.2%	8	8.6%	7	5.7%	6	8.1%	8	5.4%	7	8.0%	9	4.0%	5	2.7%	6	3.7%	1	7.8%	7	6.1%	8	3.9%	4	6.5%	8
Value for money	4.4%	62	0.4%	0	4.2%	3	2.0%	2	4.9%	5	4.3%	5	3.9%	4	8.6%	11	2.8%	6	1.2%	0	0.0%	0	8.3%	11	2.9%	3	8.6%	11
General convenience	4.4%	61	3.2%	2	1.7%	1	5.2%	5	1.6%	2	4.0%	5	3.3%	4	1.3%	2	6.7%	14	13.6%	5	5.8%	5	3.3%	5	7.7%	7	3.3%	4
Choice of food goods available	4.0%	57	4.9%	3	3.3%	3	3.4%	3	3.8%	4	2.8%	4	4.4%	5	2.9%	4	4.2%	9	6.0%	2	3.5%	3	7.1%	10	4.0%	4	3.3%	4
Delivery service	2.5%	35	1.9%	1	5.3%	4	3.2%	3	3.0%	3	0.3%	0	3.4%	4	0.0%	0	1.2%	3	2.4%	1	3.5%	3	0.7%	1	3.9%	4	6.0%	8
Car parking provision	2.4%	34	0.4%	0	0.9%	1	1.4%	1	1.6%	2	2.6%	3	2.4%	3	2.4%	3	2.7%	6	7.7%	3	5.0%	5	3.6%	5	0.6%	1	1.9%	2
Staff discount / work there	1.6%	23	1.2%	1	0.9%	1	3.4%	3	0.5%	0	0.7%	1	3.3%	4	1.3%	2	0.4%	1	0.0%	0	0.5%	0	4.3%	6	0.0%	0	3.4%	4
Easy to get to by car	1.3%	19	1.2%	1	2.5%	2	1.0%	1	3.6%	3	0.7%	1	2.9%	3	0.0%	0	1.2%	3	1.8%	1	0.5%	0	0.0%	0	0.0%	0	2.9%	4
Near to work	1.3%	18	0.0%	0	3.0%	2	0.0%	0	0.5%	0	1.6%	2	2.1%	2	0.0%	0	0.4%	1	0.0%	0	1.5%	1	0.4%	0	3.3%	3	4.0%	5
Loyalty card / points scheme	1.3%	18	0.8%	1	0.0%	0	1.5%	2	6.8%	6	0.0%	0	2.3%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.7%	2	2.9%	3	0.8%	1
Only one in the area / no other choice	1.2%	17	0.9%	1	2.8%	2	1.0%	1	0.0%	0	2.6%	3	0.0%	0	0.0%	0	2.5%	5	0.6%	0	0.0%	0	1.5%	2	0.0%	0	1.8%	2
Changed habit since pandemic / Covid-related reasons	1.1%	16	0.4%	0	1.7%	1	0.5%	0	2.7%	3	1.3%	2	0.0%	0	0.4%	1	3.4%	7	1.2%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	1
Good service / friendly staff	0.8%	11	0.4%	0	0.0%	0	0.5%	0	0.0%	0	1.3%	2	0.3%	0	1.7%	2	0.0%	0	0.0%	0	1.0%	1	1.5%	2	2.7%	2	0.4%	0
Good internal layout	0.7%	10	0.4%	0	0.0%	0	2.5%	2	1.1%	1	1.6%	2	0.0%	0	0.9%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Cleanliness	0.7%	10	0.4%	0	2.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	3.2%	4
Provision of services nearby, such as banks and other financial services	0.7%	9	0.4%	0	0.9%	1	3.0%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.1%	3	1.2%	1	0.4%	0
Nice shopping environment	0.6%	8	0.0%	0	0.0%	0	2.4%	2	1.1%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	2	0.0%	0
Good Covid distancing/safety measures	0.5%	7	0.0%	0	0.9%	1	0.5%	0	1.0%	1	1.9%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Car parking prices	0.4%	6	0.0%	0	0.4%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethical shopping reasons	0.4%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Choice of shops selling food goods	0.4%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.2%	1	0.4%	0
Quality of shops selling food goods	0.3%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Has everything I need	0.3%	4	0.4%	0	0.0%	0	1.0%	1	0.5%	0	0.3%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Choice of shops nearby selling non-food goods	0.2%	3	0.9%	1	2.0%	2	0.0%	0	0.5%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	0.2%	3	0.0%	0	0.4%	0	0.0%	0	0.5%	0	0.3%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0
Preference for reailer	0.1%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Facilities within the store eg	0.1%	2	0.0%	0	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Café, Beauty Salon, Dry Cleaners etc.														
Cycle parking availability	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Provision of leisure facilities nearby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Speciality foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
(No reason in particular)	3.5%	49	3.7%	2	0.4%	0	3.9%	4	4.5%	4	7.7%	10	1.8%	2
(Don't know / varies)	0.6%	8	2.3%	1	2.5%	2	0.0%	0	0.7%	1	0.0%	0	2.4%	3
Weighted base:	1405	63	78	101	96	128	107	128	214	37	94	137	93	130
Sample:	1405	102	100	101	100	120	100	121	121	100	100	120	100	120

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q04 What, if anything, is the one thing you most dislike about (STORE MENTIONED AT Q01)?																												
Expensive prices	9.0%	126	13.0%	8	10.3%	8	9.8%	10	2.7%	3	10.7%	14	3.3%	4	10.1%	13	5.6%	12	1.3%	0	17.7%	17	6.7%	9	17.2%	16	10.0%	13
Poor range of FOOD goods	6.6%	93	4.8%	3	2.2%	2	2.4%	2	12.8%	12	7.8%	10	12.7%	14	7.9%	10	2.5%	5	6.5%	2	6.1%	6	8.3%	11	4.7%	4	7.9%	10
Lack of stock / poorly stocked shelves	4.2%	59	2.7%	2	1.7%	1	5.3%	5	0.0%	0	4.2%	5	3.3%	4	6.4%	8	1.6%	3	9.8%	4	1.0%	1	4.7%	6	11.9%	11	5.9%	8
Online - you can't choose the goods yourself	2.5%	34	2.3%	1	3.3%	3	4.4%	4	2.6%	2	0.3%	0	0.3%	0	3.3%	4	3.0%	6	1.3%	0	3.9%	4	1.8%	2	6.0%	6	0.0%	0
Too small	2.2%	31	4.6%	3	5.4%	4	0.0%	0	4.2%	4	3.3%	4	0.0%	0	0.4%	1	2.8%	6	0.0%	0	5.0%	5	0.4%	0	0.0%	0	2.9%	4
Not enough tills open / queues at tills	2.2%	30	2.3%	1	4.2%	3	5.2%	5	4.1%	4	0.0%	0	2.3%	2	0.0%	0	1.9%	4	4.6%	2	1.5%	1	0.8%	1	5.0%	5	0.7%	1
Online - short use-by dates on items / unrefresh food	1.7%	24	4.7%	3	1.8%	1	0.0%	0	5.2%	5	2.4%	3	2.0%	2	0.4%	1	1.9%	4	1.2%	0	2.9%	3	0.0%	0	0.0%	0	1.5%	2
Poor quality FOOD goods	1.6%	22	1.2%	1	0.0%	0	2.9%	3	0.5%	0	1.6%	2	1.5%	2	2.0%	3	2.7%	6	3.6%	1	2.0%	2	1.8%	2	0.0%	0	0.4%	0
Parking spaces are limited / hard to park	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	2	0.0%	0	5.2%	11	0.0%	0	2.4%	2	0.4%	0	0.6%	1	1.1%	1
Online - substitutions	1.3%	18	4.6%	3	2.0%	2	0.0%	0	1.6%	2	3.8%	5	1.7%	2	3.3%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Too busy / crowded	1.3%	18	0.8%	1	1.3%	1	3.5%	4	0.0%	0	1.0%	1	1.7%	2	0.0%	0	1.9%	4	0.6%	0	0.0%	0	2.5%	3	2.3%	2	0.0%	0
Change layout too often	1.3%	18	0.4%	0	3.0%	2	1.5%	2	1.1%	1	2.0%	3	1.4%	2	0.0%	0	2.2%	5	1.8%	1	0.0%	0	2.1%	3	0.6%	1	0.0%	0
Too far away	1.2%	17	0.9%	1	2.5%	2	0.0%	0	0.0%	0	3.0%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	5.4%	7
Poor use by dates	0.9%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	1.5%	2	0.0%	0	2.2%	5	0.6%	0	0.0%	0	1.7%	2	0.0%	0	1.8%	2
Poor range of NON-FOOD goods	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.7%	2	0.4%	0
Parking is expensive	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Not enough staff	0.5%	7	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.3%	0	0.3%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.4%	0
Poor internal layout	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	0
Unfriendly / unhelpful staff	0.4%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.5%	0	0.8%	1	3.2%	3	0.0%	0
Poor layout / narrow aisles	0.4%	6	0.0%	0	2.1%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Too big	0.4%	5	3.6%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to by car	0.3%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Run down / needs renovating	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	1.5%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use too much packaging	0.3%	4	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.4%	0
Unclean / dirty store	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Air con is too high	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Online - missing items	0.2%	2	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.3%	0	0.6%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough security / feel unsafe	0.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Traffic congestion	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Poor quality NON-FOOD goods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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
Doesn't have a cafe	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.5%	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
Need to use more local / British produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	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
Poor disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	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
Lacks of shops / services nearby	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	0.4%	0	0.0%	0	0.0%	0
Too cold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Difficult to get to by public transport (Nothing)	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	56.1%	788	48.8%	31	48.8%	38	61.0%	61	56.3%	54	54.5%	70	58.3%	63
Weighted base:	1.6%	23	4.3%	3	2.5%	2	2.0%	2	1.6%	2	2.6%	3	0.0%	0
Sample:	1405	63	78	101	96	128	107	128	214	37	94	137	93	130
	1405	102	100	101	100	120	100	121	121	100	100	120	100	120

Q05 How did you travel to (STORE MENTIONED AT Q01) to undertake your main food shop?

Not those who said 'Internet / delivery' at Q01

Car / van (as driver)	77.6%	923	59.8%	31	70.3%	44	81.6%	68	78.1%	62	84.3%	90	71.5%	67
Car / van (as passenger)	8.9%	106	14.6%	8	10.3%	6	11.5%	10	10.7%	8	5.9%	6	6.9%	6
Bus, minibus or coach	1.7%	21	0.5%	0	3.1%	2	0.0%	0	3.1%	2	0.4%	0	1.9%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.0%	107	17.4%	9	14.7%	9	3.0%	3	6.8%	5	5.2%	5	19.0%	18
Taxi	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.4%	0	0.3%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.1%	13	3.9%	2	0.5%	0	0.6%	0	1.3%	1	3.1%	3	0.3%	0
Mobility scooter / disability vehicle	0.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1.3%	16	1.0%	1	0.5%	0	3.3%	3	0.0%	0	0.8%	1	0.0%	0
Sample:	1190	52	63	84	79	107	93	112	186	30	78	119	75	112
	1199	90	80	88	82	103	89	105	105	84	82	103	85	103

Meanscore: [Time in minutes]

Q06 How long did your last journey to (STORE MENTIONED AT Q01) to undertake main food shopping take?

Not those who said 'Internet / delivery' at Q01

1 - 10 minutes	66.0%	785	78.4%	41	61.7%	39	69.1%	58	72.3%	57	59.8%	64	83.2%	78
11 - 20 minutes	27.1%	322	17.6%	9	34.6%	22	22.5%	19	27.0%	21	33.5%	36	8.6%	8
21 - 30 minutes	4.2%	50	3.4%	2	0.5%	0	1.2%	1	0.6%	0	5.9%	6	6.2%	6
31 - 40 minutes	0.5%	5	0.0%	0	2.6%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
41 - 50 minutes	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
51 - 60 minutes	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Over an hour (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.6%	19	0.5%	0	0.5%	0	3.3%	3	0.0%	0	0.8%	1	1.9%	2
Mean:	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	10.93	9.37	11.59	11.22	9.80	11.20	8.20	11.65	10.65	7.28	11.30	12.79	10.90	12.50
Sample:	1190	52	63	84	79	107	93	112	186	30	78	119	75	112
	1199	90	80	88	82	103	89	105	105	84	82	103	85	103

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q07 When you undertook the main food shop at (STORE MENTIONED AT Q01), did you link your trip with any other activity?																												
<i>Not those who said 'Internet / delivery' at Q01</i>																												
Yes – NON-FOOD shopping	9.5%	113	9.0%	5	10.1%	6	3.0%	2	6.3%	5	16.4%	17	14.4%	13	9.2%	10	8.2%	15	8.0%	2	18.8%	15	2.6%	3	8.6%	6	9.9%	11
Yes – other FOOD shopping	5.3%	63	1.0%	1	4.3%	3	2.4%	2	8.8%	7	4.4%	5	10.2%	10	6.9%	8	3.6%	7	2.2%	1	2.5%	2	4.6%	6	6.4%	5	8.5%	10
Yes – visiting services such as banks and other financial institutions	1.5%	18	0.5%	0	1.6%	1	1.8%	2	1.3%	1	2.6%	3	1.4%	1	3.6%	4	1.4%	3	3.0%	1	0.6%	0	0.8%	1	0.0%	0	1.3%	1
Yes – leisure activity	1.8%	21	1.0%	1	1.6%	1	2.8%	2	0.6%	0	0.4%	0	0.0%	0	0.0%	0	3.5%	7	4.9%	1	5.3%	4	1.7%	2	2.1%	2	0.4%	0
Yes – visiting café / pub / restaurant	3.2%	38	3.3%	2	6.1%	4	1.2%	1	1.3%	1	0.4%	0	4.3%	4	3.9%	4	1.8%	3	2.2%	1	1.8%	1	3.2%	4	0.7%	1	10.8%	12
Yes – visiting other service such as hairdressers, beautician, laundrette etc	1.1%	13	1.5%	1	0.0%	0	3.3%	3	2.0%	2	1.6%	2	0.3%	0	0.5%	1	0.4%	1	1.5%	0	1.9%	1	0.9%	1	0.7%	1	0.9%	1
Yes – travelling to / from work	3.2%	38	2.9%	2	5.3%	3	1.8%	2	1.3%	1	1.7%	2	8.2%	8	2.5%	3	2.2%	4	0.7%	0	2.5%	2	2.5%	3	1.4%	1	7.2%	8
Yes – travelling to / from school / college / university	0.5%	6	0.0%	0	3.0%	2	0.0%	0	3.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	4.2%	49	3.5%	2	1.1%	1	8.7%	7	6.5%	5	2.3%	2	8.5%	8	1.5%	2	1.4%	3	3.6%	1	4.0%	3	2.2%	3	13.0%	10	3.0%	3
Yes – visiting family / friends	2.3%	28	2.8%	1	4.8%	3	1.2%	1	1.3%	1	0.0%	0	0.7%	1	2.5%	3	6.2%	11	2.2%	1	0.6%	0	2.2%	3	2.1%	2	0.9%	1
Yes – visiting health service such as doctor, dentist, hospital	2.7%	32	0.0%	0	0.5%	0	4.6%	4	3.9%	3	1.9%	2	0.3%	0	1.9%	2	2.9%	5	0.0%	0	8.2%	6	2.1%	3	3.5%	3	2.6%	3
Yes – other activity	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	0.0%	0
Yes – just browsing	0.8%	9	0.5%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.8%	2
(No activity)	61.8%	735	70.4%	36	61.1%	38	68.0%	57	61.6%	49	63.5%	68	50.8%	48	66.1%	74	63.7%	118	70.9%	22	50.4%	39	71.7%	86	58.7%	44	50.7%	57
(Don't know / varies)	2.2%	27	3.4%	2	0.5%	0	0.0%	0	1.3%	1	4.0%	4	0.7%	1	1.4%	2	2.2%	4	0.7%	0	3.4%	3	4.8%	6	2.8%	2	2.1%	2
Weighted base:		1190		52		63		84		79		107		93		112		186		30		78		119		75		112
Sample:		1199		90		80		88		82		103		89		105		105		84		82		103		85		103

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q08 Where did you do this linked trip?														
<i>Not those who said 'Internet / delivery' at Q01; and those who said "Non-food", "Other food", "Services", "Leisure", "Café / pub / restaurant" and "Other services" at Q07 AND Excl. Nulls & SFT</i>														
Zone 1														
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nuffield Way, Abingdon OX14 1RL	0.2%	1	3.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.9%	2	3.0%	0	13.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Abingdon Town Centre	6.4%	16	42.3%	4	44.1%	6	44.0%	5	6.5%	1	0.0%	0	0.0%	0
Drayton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Sutton Courtenay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Kennington	0.2%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatford Village Highworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0QN	6.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	1.5%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	7.3%	19	0.0%	0	0.0%	0	0.0%	0	9.7%	2	61.9%	17	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	12.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	3	73.0%	21

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
East Hagourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	1.0%	2	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	5.3%	2
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	11.8%	3
The Orchard Centre, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Benson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightwell Village	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	0.0%	0
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 OPT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	4.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	12.1%	2
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading, RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Wargrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Park, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trio Flooring, Westfield Farm Medmenham Nr, Marlow,SL7 2HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughenden Manor, Hughenden, HP14 4LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwick Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Asda, London Road, Wheatley, Oxford OX33 1YZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berinsfield Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garsington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Oxford, OX44 9PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Village Centre Zone 13	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1 1.4%
Cuddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Crendon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Thame OX9 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Jefferson Way, Thame, OX9 3SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waddesdon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greyhound Lane, Thame, OX9 3ZD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	1.7%	4	0.0%	0	0.0%	0	0.0%	0	21.6%	3	1.5%	0	0.0%	0
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingsstoke Road, Reading RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon SN5 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andertons Music, Woodbridge Road, Guildford, GU1 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0

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RG6 5TT														
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wave Approach, Selsey, Chichester, PO20 0FR	0.2%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Aylesbury Town Centre B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, High Wycombe, HP11 1EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Newbury, RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	4	0.0%	0
Bicester Town Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	3.9%	1
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.3%	1	3.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0
Bourne End	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	3
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham, RG40 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.1%
Burford Garden Centre, Shilton Road, Burford, OX18 4PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cairngorm Gate Retail Park, Milton Keynes, MK6 1AZ	3.2%	8	32.9%	3	17.4%	3	13.0%	2	0.0%	0	3.2%	1	1.1%	0
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, London Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Newbury, RG14 2BP														
Carpetright, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets 4 Less, Horspath Industrial Estate, Peterley Road, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Bridge Garden Centre, Richfield Avenue, Reading, RG1 8EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.4%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Lockheed Closse, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, London Road, High Wycombe, HP11 1LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1
Dobbies Garden Centre, Hyde Road, Swindon, SN2 7SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Woodmansterne Lane, Wallington, SM6 0SU	0.9%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Dunelm, Pincents Hill House, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Eynsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Superstore, Western Road, Bracknell, RG12 1FJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Flooring Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport, London	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	3
Great Missenden	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Keys, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fleming Way, Swindon, SN1 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Court, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Hempton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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High Wycombe Town Centre	1.9%	5	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	30.2%	5	0.0%	0	0.0%	0
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	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	0.0%	0
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	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	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	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	0.0%	0
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	1.0%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	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	0.0%	0
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	7.2%	18	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	28.3%	5	7.8%	1	38.1%	13
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	1.6%	4	0.0%	0	11.2%	2	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, London, NW10 0TH	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	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	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	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	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	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Estate, Stockbridge, SO20 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1
Lidl, Worthing Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Long Hanborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater Retail Park, High Wycombe, HP10 9QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Madejski Stadium, Reading	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Royal Wootton Bassett, Swindon, SN4 4HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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OX2 0FE														
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.4%
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Ave., Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottcutts, Clay Lane, Booker, Marlow, SL7 3DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	2.0%	5	0.0%	0	0.0%	0	21.7%	3	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peters Field Nursery, Forest Green Road, Fifield, Maidenhead ,SL6 2NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	2.9%	1
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broad Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading RG1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0

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8AG														
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cressex Business Park, The Merlin Centre, Lancaster Road, High Wycombe, HP12 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Reform Road, Maidenhead, SL6 8BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thames Ind Estate, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SCS, Slough Retail Park, Twinges Lane, Slough, SL1 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.4%	1	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf, Redhill Road, Cobham, KT11 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Forbury Retail Park, Reading, RG1 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Retail Park, Bridge Road, Cirencester, GL7 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Srewfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.2%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Retail Park, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Church Street, Caversham, Reading, RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading, RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading RG1 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Chineham, Basingstoke RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Reading, RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Shopping Centre, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Riverside Road, Reading, RG1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Botley Road, Oxford, OX2 0PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Dunbeath Road, Swindon, SN2 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Horspath Industrial Estate, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
RG1 8AL														
Waitrose, Botley Road, Oxford, OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading, RG4 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading, RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere, GU27 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Reading Road, Winnersh, Wokingham, RG41 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Bletchley, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe, HP11 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	255	8	15	12	16	28	28	26	29	7	24	16	13	33
Sample:	280	16	20	12	20	27	26	23	20	19	26	19	19	33

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Q09 Where did you undertake your main food and grocery shopping the time before last? Was it the same place or somewhere different?																														
<i>Excl. Nulls & SFT</i>																														
Zone 1																														
B&M, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	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	0.0%	0		
Co-Op Food, Northcourt Road, Abingdon, OX14 1PJ	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	0.0%	0		
Co-Op Food, West St. Helen Street, Abingdon, OX14 5BL	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lidl, Marcham Road, Abingdon, OX14 1TP	1.5%	17	10.9%	5	4.2%	3	6.2%	5	0.0%	0	2.2%	2	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
One Stop, Wootton Road, Abingdon, OX14 1JD	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	0.0%	0		
Premier - Reynolds Supermarket, Reynolds Way, Abingdon, OX14 5JT	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	0.0%	0		
Spar Stores, High Street, Abingdon, OX14 5BB	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	0.0%	0		
Spar, Euro Garages, Marcham Road, Abingdon, OX14 1BT	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	0.0%	0		
Tesco Express, Fitzharris Arms, Wootton Road, Abingdon OX14 1JH	0.1%	1	0.5%	0	0.5%	0	0.6%	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		
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	8.4%	96	55.8%	28	40.0%	26	39.5%	33	1.4%	1	5.6%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0		
Zone 2																														
Budgens, Peachcroft Road, Abingdon, OX14 2QA	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	0.0%	0		
Costcutter, Bradstocks Way, Sutton Courtenay, Abingdon, OX14 4BY	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	0.0%	0		
Costcutter, Service Station, Vineyard, Abingdon, OX14 3PB	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	0.0%	0		
Local shops, Abingdon Town Centre	0.1%	1	0.0%	0	1.1%	1	0.6%	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		
Local shops, Grove Village Centre	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	0.0%	0		
Londis Abingdon, Vineyard, Abingdon, OX14 3PB	0.1%	1	2.4%	1	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		
Londis Supermarket, Park	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	0.0%	0		

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Square, Milton Park, Milton, Abingdon, OX14 4RR														
M&S Simply Food, Sutton Courtenay, Milton, Abingdon OX14 4TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road, Abingdon, OX14 2ED	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	2.4%	27	16.2%	8	18.4%	12	8.1%	7	0.0%	0	0.4%	0	0.0%	0
Zone 3														
Budgens, Frilford, Frilford Service Station, Marcham Road, Frilford, Abingdon, OX13 6QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Besselsleigh Road, Wootton, Abingdon, OX13 6DN	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Steventon, Abingdon, OX13 6RS	0.3%	3	0.0%	0	2.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Kennington Road, Kennington, Oxford, OX1 5PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Southmoor, Abingdon, OX13 5HE	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Westway Square, Botley, Oxford, OX2 9TJ	0.3%	3	0.0%	0	0.0%	0	2.4%	2	1.4%	1	0.0%	0	0.0%	0
Co-Op Food, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter Supermarket, Cholswell Road, Abingdon, OX13 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Way, Botley, Oxford OX2 9LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Marcham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Southmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Besselsleigh Road, Wootton, Abingdon, OX13 6DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Southmoor, Abingdon, OX13 5BB														
Tesco Express, West Way, Botley, Oxford OX2 9TJ	0.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	2.8%	32	0.0%	0	0.0%	0	0.6%	0	25.3%	20	12.5%	12	0.0%	0
Co-Op Food, Cardinal House, Brewery Street, Highworth, Swindon, SN6 7AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Shrivenham, Swindon, SN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Stanford in the Vale, Faringdon, SN7 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Majors Rd, Watchfield, Swindon SN6 8TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Faringdon Town Centre	0.2%	2	2.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local shops, Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Newburgh Place, Highworth, Swindon, SN6 7DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	2.2%	25	0.0%	0	0.0%	0	0.6%	0	30.8%	24	0.4%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.5%	6	0.0%	0	0.0%	0	0.6%	0	7.3%	6	0.0%	0	0.0%	0
Zone 5														
Co-Op Food, High Street, Lambourn, Hungerford, RG17 8XL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Co-Op Food, Savile Way, Grove, Wantage, OX12 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Wantage Road, Didcot, OX11 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Wallingford Street, Wantage, OX12 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Compton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wantage Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Londis, Station Road, Grove, Bellinger Service Station, Station Road, Grove, Wantage, OX12 0DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Curie Avenue, Harwell, Didcot, OX11 0QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Store, Savile Way, Grove, Wantage, OX12 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wantage Road, Didcot, OX11 0BS	0.1%	1	0.5%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	4.7%	54	0.0%	0	0.0%	0	0.0%	0	5.3%	4	53.2%	50	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	1.0%	11	0.0%	0	0.0%	0	0.0%	0	3.9%	3	8.6%	8	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	3.7%	43	3.6%	2	8.0%	5	1.2%	1	0.0%	0	1.4%	1	29.3%	28
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.5%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Co-Op Food, Broadway, Didcot, OX11 8RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Ladygrove Local Centre, Mersey Way, Didcot, OX11 7PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Didcot, OX11 7LE	0.3%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.3%	0	2.5%	3
Local shops, Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	5.0%	57	0.0%	0	2.6%	2	0.0%	0	0.0%	0	8.0%	8	34.7%	33
Tesco Express, Cockcroft Road, Didcot, OX11 8LL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.5%	1
Tesco Superstore, Wallingford Road, North	4.2%	48	0.0%	0	8.2%	5	0.6%	0	0.0%	0	1.4%	1	21.2%	20

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Moreton, Didcot, OX11 9BZ														
Zone 7														
Co-Op Food, Bridle Path, Woodcote, Reading, RG8 0SE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Benson, Wallingford, OX10 6RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, The Square, Pangbourne, Reading, RG8 7AG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ewelme, Wallingford OX10 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	2.6%	29	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.7%	2	19.7%	20
Local shops, Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Goring	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Local shops, Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wallingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Wallingford, Sinodun Road, Wallingford, OX10 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Benson, Wallingford Benson Bp, Oxford Road, Benson, Wallingford, OX10 6LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Reading Road, Cholsey, Wallingford OX10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Basildon Filling Station, Lower Basildon RG8 9NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gatehampton Road, Goring, Reading RG8 0ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ilges Lane, Cholsey, Wallingford OX10 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. Martins Street, Wallingford, OX10 0EF	3.2%	36	0.0%	0	0.0%	0	0.0%	0	0.7%	1	25.0%	25	2.1%	4
Zone 8														
A&I Store, Victoria Road, Wargrave, Reading, RG10 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Budgens, Highway Avenue, Maidenhead, SL6 5AG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Cox Green Lane, Maidenhead, SL6 3EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Henley Road, Caversham, Reading, RG4 6DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Wessex Way, Maidenhead, SL6 3DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	2.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Local shops, Henley on Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Greys Road, Henley-on-Thames, RG9 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bell Street, Henley-on-Thames RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames RG9 2BA	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	36.5%	11
Zone 10														
Co-Op Food, Wood Lane, Sonning Common, Reading, RG4 9SL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
One Stop, Wood Lane, Sonning Common, Reading, RG4 9SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Street, Marlow, SL7 2NB	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0

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Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	3.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Zone 11																
Co-Op Food, Bell Street, Princes Risborough, HP27 0DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Couching Street, Watlington, OX49 5PU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Road, Walter's Ash, High Wycombe, HP14 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Oakley Road, Chinnor, OX39 4HB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, Lower Icknield Way, Longwick, Princes Risborough, HP27 9RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chinnor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Watlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Horns Lane, White Lion Road, Princes Risborough, HP27 0AN	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	9	0.0%	0
Tesco Express, Wycombe Road, Stokenchurch, High Wycombe, HP14 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	3.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	34	0.0%	0
Zone 12																
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Wheatley, Oxford OX33 1YZ	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	18.1%	14
Co-Op Food, Fane Drive, Berinsfield, Wallingford, OX10 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Dorchester-on-Thames, Wallingford, OX10 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Ladder Hill, Station Road, Wheatley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Oxford, OX33 1ST														
Co-Op Food, London Road, Headington, Oxford, OX3 9EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Headington, Oxford OX3 9AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheatley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Londis Chalgrove, High Street, Chalgrove, Oxford, OX44 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Church Road, Horspath, Oxford, OX33 1RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Thame Road, Stadhampton, Oxford OX44 7TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier - Berinsfield Shopper, Fane Drive, Berinsfield, Wallingford, OX10 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Headington, Oxford OX3 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Headington, Oxford OX3 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13														
Waitrose, Old High Street, Headington, Oxford OX3 9HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-Op Food, High Street, Thame, OX9 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-Op Food, Oxford Road, Stone, Aylesbury, HP17 8PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Tibbs Road, Haddenham, Aylesbury, HP17 8FH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thame	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
M&S Simply Food, Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Street, Thame OX9 3HS														
Morrisons Daily, Banks Parade, Haddenham, Aylesbury, HP17 8ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Thame OX9 2BU	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6
Waitrose, Greyhound Lane, Thame OX9 3ZD	3.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	13
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Aldi, Basingstoke Road, Reading RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Aldi, Bath Road, Calcot, Reading RG30 2HB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	1.1%	12	0.5%	0	2.9%	2	11.7%	10	0.6%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dedworth Road, Windsor, SL4 4LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	8	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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SN5 7EZ														
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tannery Road Industrial Estate, High Wycombe, HP13 7EQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading RG6 5TT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.7%	0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.3%	3	1.1%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Asda, Telford Drive, Slough, SL1 9LA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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HP19 8BU (Halfords, Dunelm, The Range)														
Budgens, Cavendish Road, Emmer Green, Reading, RG4 8XU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Atkyns Road, Headington, Oxford, OX3 8RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Cliveden View, Shifford Crescent, Maidenhead, SL6 7UA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Co-Op Food, Eccleshall Road, Stone, ST15 0HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Littlemore Road, Oxford, OX4 3SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Market Square, High Street, Bampton, OX18 2JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Rose Hill, Iffley, Oxford OX4 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Station Road, Bletchingdon, Kidlington, OX5 3DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Templars Square, Cowley, Oxford, OX4 3XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.3%
Food Warehouse, Ambassador Avenue, Oxford, OX4 6XJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Food Warehouse, Barnfield Road Retail Park, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, Reading Link Retail Park, Rose Kiln Lane, Reading RG2 0SN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, St. Michael's Retail Park, Basingstoke RG22 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chalfont Way, Earley, Reading RG6 5HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham Shopping Centre, Chineham, Basingstoke RG24 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Road, Reading RG4 8BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Iceland, Cricklade Road, Gorse Hill, Swindon SN2 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crockhamwell Road, Woodley, Reading RG5 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Way, Basingstoke RG21 7JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Havelock Street, Swindon SN1 1LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Aylesbury HP20 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Nicholsons House Nicholsons Walk, Brock Lane Mall, Maidenhead SL6 1LL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Iceland, Oxford Road, Reading RG1 7QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Templars Square, Cowley, Oxford, OX4 3UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	4.2%	1
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Farnham Road, Slough, SL2 1BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lidl, Gastons Wood,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Basingstoke RG24 8TW														
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, High Wycombe, HP11 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	9	0.0%	0
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, Worthing Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham MK18 7RB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, London Road, Headington, Oxford OX3 7RD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aylesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Heddenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Local shops, Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, High Wycombe Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6
Local shops, London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Maidenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Swindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Broadfields Retail Park, Bicester Road, Church Street, Aylesbury HP19 8BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Aylesbury HP20 1SH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.8%
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Mannington Retail Park, Church Street, Swindon SN5 8WA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford OX2 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Chalfont Way, Crofton Road, Earley, Reading RG6 5HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Chineham Shopping Centre, Great Binfields Road, Chineham, Basingstoke RG24 8BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, East Services, Burghfield Road, Reading RG30 3UQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Grove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Road, The Harrow Way, Basingstoke RG21 3HL														
M&S Simply Food, London Road, Sonning Cutting, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Marlborough Road, Swindon SN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.3%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.2%	3
M&S Simply Food, Pinchington Lane, Leatherhead, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Rail Stn, Maidstone Road, Cripsey Road, Oxford OX1 1H	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Spittal Street, Marlow, SL7 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Station Road, Reading RG1 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Tilehurst Road, High Street, Reading RG1 7TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Wokingham Road, Bracknell RG42 1NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, The Eden Centre, High Wycombe, HP11 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Marks and Spencer, Broad Street High Street, Reading RG1 2BH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1
Marks and Spencer, Festival Place, Paddington House, Church Street, Basingstoke RG21 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Maidenhead SL6 1PY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.7%	0
Marks and Spencer, Kemble Drive, Swindon SN2 2DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Northbrook Street, Newbury RG14 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Queen Street, Oxford OX1 1AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Regent Street, Swindon SN1 1JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Avenue, Bracknell RG12 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Martin the Newsagent Ltd, 69 Balfour Road, Oxford, OX4 6AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, The Broadway, Thatcham, Newbury RG19 3HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Morrisons, Station Way W, Aylesbury HP20 2HX	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons, Temple End, High Wycombe, HP13 5XX	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6
Morrisons, Thames Avene, Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)														
Premier Oxford Supermarket, Pegasus Road, Oxford, OX4 6JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Banbury Road, Summertown, Oxford OX2 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cowley Place, Oxford OX4 1JH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Local, High Street, Marlow, SL7 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Jansel Square, Camborne Avenue, Bedgrove, Aylesbury HP21 7ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, King Street, Maidenhead SL6 1DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Magdalen Street, Oxford OX1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Maiden Place, Reading RG6 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Shinfield Road, Reading RG2 8EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Aldate's, Oxford OX1 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Clement's Street, Oxford OX4 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.4%	1
Sainsbury's, Broad Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Sainsbury's, Friar Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

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Reading RG1 1DX														
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	2.4%	28	1.5%	1	4.1%	3	10.3%	9	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Market Street, Chipping Norton, OX7 5NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Sainsbury's, Oxford Road, Kidlington, OX5 2PE	0.3%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	0.8%	9	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.4%	0	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pioneer Square, Bure Place, Bicester, OX26 6FA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6 8AG	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.6%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Oxford OX2 0JJ (B&Q, Dreams, Decathlon)														
Shell Select, Garsington Road, Cowley, Oxford, OX4 2LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores, Didcot Parkway Station, Station Road, Didcot, OX11 7NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores, Duncock Way, Oxford, OX4 7EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	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 8RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Church Street, Caversham, Reading RG4 8AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Esso Express, Southcote Service Station, Bath Road, Reading RG30 2EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Abingdon Road, Oxford, OX1 4TJ	0.1%	1	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Banbury Road, Summertown, Oxford OX2 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Maidenhead SL6 4AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Buckingham Parade, Kempshott Lane, Basingstoke RG22 5NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley Way, Basingstoke RG24 9DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cowley Road, Oxford OX4 1UT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crown Street, Reading RG1 2SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Furze Platt Road, Maidenhead SL6 7NH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hampstead House, Basingstoke RG21 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Express, Horndean Road, Winkfield Row, Bracknell RG12 0XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Reading RG1 5BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Oxford OX1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Northbrook Street, Newbury RG14 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke RG21 5SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road, Reading RG1 7LA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Express, Shinfield Road, Reading RG2 8HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silverdale Road, Lower Earley, Earley, Reading RG6 7NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Aldate's, Oxford OX1 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Knowsley Road, Tilehurst, Reading RG31 6FA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Swindon SN1 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tilehurst Road, Reading RG1 7TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitley Street, Reading RG2 0EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Windsor Road, Slough, SL1 2EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	2.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Tesco Extra, Napier Road, Reading RG1 8DF	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.0%	6
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0

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Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dedworth Road, Windsor, SL4 4JT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Farrell Close, Cirencester, GL7 1HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Newland Street, High Wycombe, HP11 2BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Everland Rd, Hungerford RG17 0DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke RG21 4YY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Waitrose, Bond Way, Bracknell RG12 1RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford OX2 0HH	0.3%	3	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading RG4 8AY	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Waitrose, Crockhamwell Road, Woodley, Reading RG5 3JW	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	14
Waitrose, Exchange Street, Waterside, Aylesbury HP20 1AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Waitrose, Mill Lane, Swindon SN1 7BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead SL6 8AF	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	12
Waitrose, Oxford Road, Newbury RG14 1NB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Waitrose, Oxford Road, Reading RG30 6WR	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Western By-Pass Road, Peartree Interchange, Oxford OX2 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westside Fruit, Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1148	50	65	83	78	94	94	101	189	30	73	110	76	104
Sample:	1172	89	81	88	82	96	89	99	106	85	79	98	83	97

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q10 Which retailer did you purchase your main food internet / home delivery shopping from?														
<i>Those who said 'Internet / delivery' at Q09</i>														
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	11.9%	27	2.2%	0	0.0%	0	0.0%	0	41.5%	12	14.3%	2	0.0%	0
Iceland	2.4%	5	2.2%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	2	0.0%	0
Marks & Spencer	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Morrisons	1.7%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	0	3.1%	1	0.0%	0
Ocado	15.9%	36	0.0%	0	6.9%	1	22.3%	3	3.0%	0	15.5%	4	31.3%	4
Sainsbury's	18.3%	41	23.6%	3	10.2%	1	21.1%	3	33.5%	5	7.6%	2	14.1%	2
Tesco	38.2%	86	71.9%	8	76.3%	8	53.4%	8	40.1%	7	24.6%	7	14.1%	2
Waitrose	10.8%	24	0.0%	0	6.6%	1	3.2%	0	20.3%	3	4.6%	1	12.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	224	12	10	15	16	28	13	27	19	7	18	17	16	25
Sample:	207	12	15	10	16	21	10	21	13	15	19	17	16	22

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Meanscore: [£]														
Q11 Thinking more generally, how much does your household spend on average on main food and grocery shopping in a week?														
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.1%	2	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	1.0%	14	0.8%	1	2.1%	2	2.0%	2	0.0%	0	0.3%	0	2.0%	2
£21 - £25	0.8%	11	1.9%	1	0.0%	0	0.0%	0	1.6%	1	0.3%	0	1.7%	2
£26 - £30	2.8%	39	1.6%	1	3.3%	3	7.2%	7	0.5%	0	3.9%	5	2.8%	3
£31 - £35	2.1%	29	3.9%	2	3.9%	3	1.0%	1	2.1%	2	0.0%	0	0.3%	0
£36 - £40	4.8%	68	3.3%	2	0.0%	0	10.5%	11	4.5%	4	5.1%	7	7.4%	8
£41 - £45	1.6%	23	1.2%	1	0.0%	0	0.0%	0	6.4%	6	1.6%	2	0.0%	0
£46 - £50	7.2%	102	11.0%	7	4.3%	3	11.9%	12	10.5%	10	4.8%	6	12.7%	14
£51 - £60	7.0%	98	6.4%	4	14.1%	11	6.3%	6	7.3%	7	6.3%	8	5.1%	5
£61 - £70	6.3%	89	4.0%	3	13.3%	10	1.0%	1	9.9%	9	4.3%	5	11.0%	12
£71 - £80	11.9%	167	12.8%	8	9.2%	7	17.7%	18	12.7%	12	6.7%	9	8.1%	9
£81 - £90	4.3%	60	7.3%	5	3.0%	2	1.4%	1	4.1%	4	5.2%	7	2.3%	2
£91 - £100	17.2%	242	19.2%	12	20.7%	16	7.8%	8	19.6%	19	19.3%	25	22.6%	24
£101 - £110	2.2%	30	2.3%	1	0.4%	0	0.0%	0	2.2%	2	1.6%	2	0.6%	1
£111 - £120	5.6%	79	0.8%	1	6.1%	5	8.2%	8	1.6%	2	8.1%	10	5.7%	6
£121 - £130	2.5%	36	3.7%	2	2.5%	2	3.4%	3	0.5%	0	6.6%	8	2.9%	3
£131 - £140	1.2%	16	1.3%	1	2.4%	2	1.5%	2	0.5%	0	0.0%	0	1.5%	2
£141 - £150	4.6%	65	0.4%	0	2.4%	2	6.0%	6	0.5%	0	5.7%	7	2.9%	3
£151 - £175	1.0%	14	0.4%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	3
£176 - £200	3.6%	50	3.9%	2	3.3%	3	4.2%	4	0.0%	0	3.7%	5	3.6%	4
£201 - £225	0.6%	8	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
£226 - £250	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
£251 - £275	0.2%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.5%	106	6.7%	4	5.5%	4	9.1%	9	11.8%	11	10.3%	13	3.2%	3
(Refused)	3.3%	46	4.8%	3	0.9%	1	0.5%	0	3.7%	4	4.5%	6	2.1%	2
Mean:	89.57	86.57	88.46	81.98	73.12	94.33	85.49	91.34	87.60	80.00	106.56	94.33	87.20	96.65
Weighted base:	1405	63	78	101	96	128	107	128	214	37	94	137	93	130
Sample:	1405	102	100	101	100	120	100	121	121	100	100	120	100	120

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Meanscore: [Number of times per week]																												
Q12 And still thinking more generally, how often does your household do a main food and grocery shop?																												
7 times a week	0.4%	5	0.4%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.1%	1	0.0%	0
4-6 times a week	1.0%	14	0.4%	0	0.4%	0	1.0%	1	0.0%	0	3.0%	4	0.0%	0	1.2%	2	2.3%	5	1.2%	0	0.5%	0	0.4%	0	0.0%	0	0.4%	0
2-3 times a week	8.1%	114	7.4%	5	9.6%	7	6.6%	7	11.2%	11	1.3%	2	7.5%	8	10.7%	14	9.5%	20	11.5%	4	5.4%	5	6.0%	8	13.2%	12	8.1%	10
Once a week	68.9%	968	69.6%	44	65.8%	51	65.5%	66	67.4%	65	79.3%	101	76.5%	82	65.3%	84	60.1%	128	71.4%	26	73.7%	69	71.2%	97	67.6%	63	70.4%	91
Once a fortnight	16.3%	229	18.7%	12	17.9%	14	12.1%	12	18.2%	17	12.5%	16	12.8%	14	18.3%	23	22.5%	48	10.7%	4	9.9%	9	15.5%	21	15.3%	14	18.2%	24
Once a month	3.7%	52	1.2%	1	3.8%	3	6.7%	7	1.6%	1	3.5%	5	1.2%	1	3.6%	5	4.9%	10	0.6%	0	7.5%	7	3.7%	5	2.9%	3	3.0%	4
Less than once a month	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	3.4%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	19	2.3%	1	2.5%	2	6.7%	7	0.5%	0	0.3%	0	0.0%	0	0.4%	1	0.8%	2	1.2%	0	3.0%	3	1.7%	2	0.0%	0	0.0%	0
Mean:	1.08		1.05		1.05		1.13		1.06		1.05		1.16		1.09		1.09		1.14		1.00		1.01		1.17		1.02	
Weighted base:	1405	63	78	101	96	128	107	128	214	37	94	137	93	130														
Sample:	1405	102	100	101	100	120	100	121	121	100	100	120	100	120														
Q13 Do you make 'top up' shopping trips in between your main food shopping trips? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops. It could also include online food shopping.																												
Yes	78.1%	1098	76.8%	49	79.3%	62	76.6%	77	76.4%	73	78.2%	100	78.0%	84	78.1%	100	78.4%	168	72.8%	27	79.7%	75	79.5%	109	78.5%	73	78.9%	103
No	21.9%	307	23.2%	15	20.7%	16	23.4%	24	23.6%	23	21.8%	28	22.0%	24	21.9%	28	21.6%	46	27.2%	10	20.3%	19	20.5%	28	21.5%	20	21.1%	27
Weighted base:	1405	63	78	101	96	128	107	128	214	37	94	137	93	130														
Sample:	1405	102	100	101	100	120	100	121	121	100	100	120	100	120														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q14 Where did you last undertake your 'top up' shopping?														
<i>Those who do top-up shopping at Q13 AND Excl. Nulls & SFT</i>														
Zone 1														
B&M, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.2%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Northcourt Road, Abingdon, OX14 1PJ	0.8%	8	7.5%	4	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, West St. Helen Street, Abingdon, OX14 5BL	0.5%	5	6.5%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.4%	4	2.7%	1	4.4%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Wootton Road, Abingdon, OX14 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier - Reynolds Supermarket, Reynolds Way, Abingdon, OX14 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores, High Street, Abingdon, OX14 5BB	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Euro Garages, Marcham Road, Abingdon, OX14 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fitzharris Arms, Wootton Road, Abingdon OX14 1JH	1.2%	12	18.3%	9	4.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	3.5%	36	32.6%	16	8.6%	5	14.4%	11	0.0%	0	2.2%	2	2.3%	2
Zone 2														
Budgens, Peachcroft Road, Abingdon, OX14 2QA	0.6%	6	2.7%	1	7.5%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Bradstocks Way, Sutton Courtenay, Abingdon, OX14 4BY	0.2%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Service Station, Vineyard, Abingdon, OX14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Abingdon Town Centre	1.4%	15	7.0%	3	6.4%	4	7.5%	6	1.6%	1	0.0%	0	0.8%	1
Local shops, Grove Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Abingdon, Vineyard, Abingdon, OX14 3PB	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Supermarket, Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Square, Milton Park, Milton, Abingdon, OX14 4RR														
M&S Simply Food, Sutton Courtenay, Milton, Abingdon OX14 4TX	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road, Abingdon, OX14 2ED	0.7%	7	3.1%	1	9.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	2.3%	24	11.0%	5	19.1%	12	9.2%	7	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Budgens, Frilford, Frilford Service Station, Marcham Road, Frilford, Abingdon, OX13 6QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Besselsleigh Road, Wootton, Abingdon, OX13 6DN	0.8%	8	0.0%	0	0.0%	0	7.9%	6	3.7%	2	0.0%	0	0.0%	0
Co-Op Food, High Street, Steventon, Abingdon, OX13 6RS	1.0%	10	0.0%	0	6.1%	4	5.2%	4	0.0%	0	2.6%	2	0.0%	0
Co-Op Food, Kennington Road, Kennington, Oxford, OX1 5PG	0.5%	6	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Southmoor, Abingdon, OX13 5HE	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Westway Square, Botley, Oxford, OX2 9TJ	0.3%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter Supermarket, Cholswell Road, Abingdon, OX13 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Way, Botley, Oxford OX2 9LJ	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Marcham	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Southmoor	0.3%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
One Stop, Besselsleigh Road, Wootton, Abingdon, OX13 6DN	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close,	0.2%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Southmoor, Abingdon, OX13 5BB														
Tesco Express, West Way, Botley, Oxford OX2 9TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-Op Food, Cardinal House, Brewery Street, Highworth, Swindon, SN6 7AJ	0.7%	7	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0	0.0%	0
Co-Op Food, High Street, Shrivenham, Swindon, SN6 8AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Co-Op Food, High Street, Stanford in the Vale, Faringdon, SN7 8LH	0.6%	6	0.0%	0	0.0%	0	0.0%	0	7.9%	5	1.0%	1	0.0%	0
Co-Op Food, Majors Rd, Watchfield, Swindon SN6 8TQ	0.7%	7	0.0%	0	0.0%	0	0.0%	0	10.2%	7	0.0%	0	0.0%	0
Local shops, Faringdon Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	9.8%	7	0.0%	0	0.0%	0
Local shops, Shrivenham Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Tesco Express, Newburgh Place, Highworth, Swindon, SN6 7DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.5%	16	0.0%	0	0.0%	0	0.0%	0	23.1%	16	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.9%	9	0.0%	0	0.0%	0	0.0%	0	13.4%	9	0.0%	0	0.0%	0
Zone 5														
Co-Op Food, High Street, Lambourn, Hungerford, RG17 8XL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Co-Op Food, Savile Way, Grove, Wantage, OX12 0PT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Co-Op Food, Wantage Road, Didcot, OX11 0BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.8%	1
Costcutter, Wallingford Street, Wantage, OX12 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Local shops, Compton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	1
Local shops, Wantage Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	8	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Londis, Station Road, Grove, Bellinger Service Station, Station Road, Grove, Wantage, OX12 0DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Curie Avenue, Harwell, Didcot, OX11 0QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Store, Savile Way, Grove, Wantage, OX12 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wantage Road, Didcot, OX11 0BS	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	5.1%	4
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	2.2%	23	0.0%	0	0.0%	0	0.7%	0	0.0%	0	25.0%	23	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	17	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	1.3%	14	0.0%	0	0.0%	0	0.0%	0	1.5%	1	12.9%	12	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	1.9%	20	0.0%	0	4.9%	3	0.0%	0	0.0%	0	5.3%	5	11.9%	10
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	14.4%	11
Co-Op Food, Broadway, Didcot, OX11 8RN	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Co-Op Food, Ladygrove Local Centre, Mersey Way, Didcot, OX11 7PS	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	10
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Didcot, OX11 7LE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Local shops, Didcot Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.7%	8	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6
Sainsbury's, Central Drive, Didcot, OX11 7ND	1.3%	13	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	13.1%	10
Tesco Express, Cockcroft Road, Didcot, OX11 8LL	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	11
Tesco Superstore, Wallingford Road, North	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4

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Moreton, Didcot, OX11 9BZ														
Zone 7														
Co-Op Food, Bridle Path, Woodcote, Reading, RG8 0SE	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Benson, Wallingford, OX10 6RP	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-Op Food, The Square, Pangbourne, Reading, RG8 7AG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ewelme, Wallingford OX10 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	1.8%	18	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Local shops, Cholsey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Goring	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pangbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wallingford Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Londis Wallingford, Sinodun Road, Wallingford, OX10 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Benson, Wallingford Benson Bp, Oxford Road, Benson, Wallingford, OX10 6LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Reading Road, Cholsey, Wallingford OX10 9HW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Basildon Filling Station, Lower Basildon RG8 9NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gatehampton Road, Goring, Reading RG8 0ER	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Express, Ilges Lane, Cholsey, Wallingford OX10 9ND	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. Martins Street, Wallingford, OX10 0EF	2.4%	24	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Zone 8														
A&I Store, Victoria Road, Wargrave, Reading, RG10 8AG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Budgens, Highway Avenue, Maidenhead, SL6 5AG	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Cox Green Lane, Maidenhead, SL6 3EW	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Henley Road, Caversham, Reading, RG4 6DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Wessex Way, Maidenhead, SL6 3DL	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Local shops, Henley on Thames	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Greys Road, Henley-on-Thames, RG9 1QW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bell Street, Henley-on-Thames RG9 2BA	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames RG9 2BA	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Co-Op Food, Wood Lane, Sonning Common, Reading, RG4 9SL	2.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Wood Lane, Sonning Common, Reading, RG4 9SL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Street, Marlow, SL7 2NB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Co-Op Food, Bell Street, Princes Risborough, HP27 0DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-Op Food, Couching Street, Watlington, OX49 5PU	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Co-Op Food, Main Road, Walter's Ash, High Wycombe, HP14 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Oakley Road, Chinnor, OX39 4HB	1.5%	15	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, Lower Icknield Way, Longwick, Princes Risborough, HP27 9RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chinnor	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	10
Local shops, Princes Risborough	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7
Local shops, Watlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
M&S Foodhall, Horns Lane, White Lion Road, Princes Risborough, HP27 0AN	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	9
Tesco Express, Wycombe Road, Stokenchurch, High Wycombe, HP14 3RN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	2.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	26
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Asda, London Road, Wheatley, Oxford OX33 1YZ	0.9%	10	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	13.7%	9
Co-Op Food, Fane Drive, Berinsfield, Wallingford, OX10 7ND	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	6
Co-Op Food, High Street, Dorchester-on-Thames, Wallingford, OX10 7HN	0.5%	5	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Co-Op Food, Ladder Hill, Station Road, Wheatley,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4

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Oxford, OX33 1ST																
Co-Op Food, London Road, Headington, Oxford, OX3 9EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Iceland, London Road, Headington, Oxford OX3 9AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stadhampton illage Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0
Local shops, Wheatley Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Londis Chalgrove, High Street, Chalgrove, Oxford, OX44 7SS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0
Londis, Church Road, Horspath, Oxford, OX33 1RU	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0
M&S Simply Food, Thame Road, Stadhampton, Oxford OX44 7TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Premier - Berinsfield Shopper, Fane Drive, Berinsfield, Wallingford, OX10 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Headington, Oxford OX3 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Headington, Oxford OX3 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Waitrose, Old High Street, Headington, Oxford OX3 9HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Thame, OX9 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-Op Food, Oxford Road, Stone, Aylesbury, HP17 8PB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Co-Op Food, Tibbs Road, Haddenham, Aylesbury, HP17 8FH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Local shops, Brill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Local shops, Thame	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	5.4%	5
M&S Simply Food, Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Street, Thame OX9 3HS														
Morrisons Daily, Banks Parade, Haddenham, Aylesbury, HP17 8ED	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Thame OX9 2BU	1.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Waitrose, Greyhound Lane, Thame OX9 3ZD	2.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Aldi, Basingstoke Road, Reading RG2 0NT	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0
Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.3%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.8%
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dedworth Road, Windsor, SL4 4LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.2%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1.7%
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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SN5 7EZ														
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tannery Road Industrial Estate, High Wycombe, HP13 7EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading RG6 5TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Telford Drive, Slough, SL1 9LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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HP19 8BU (Halfords, Dunelm, The Range)														
Budgens, Cavendish Road, Emmer Green, Reading, RG4 8XU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Atkyns Road, Headington, Oxford, OX3 8RA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-Op Food, Cliveden View, Shifford Crescent, Maidenhead, SL6 7UA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Eccleshall Road, Stone, ST15 0HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Littlemore Road, Oxford, OX4 3SS	0.3%	3	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.8%	1
Co-Op Food, Market Square, High Street, Bampton, OX18 2JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Co-op Food, Rose Hill, Iffley, Oxford OX4 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Station Road, Bletchingdon, Kidlington, OX5 3DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Templars Square, Cowley, Oxford, OX4 3XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, Ambassador Avenue, Oxford, OX4 6XJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Food Warehouse, Barnfield Road Retail Park, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, Reading Link Retail Park, Rose Kiln Lane, Reading RG2 0SN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, St. Michael's Retail Park, Basingstoke RG22 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chalfont Way, Earley, Reading RG6 5HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham Shopping Centre, Chineham, Basingstoke RG24 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Road, Reading RG4 8BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cricklade Road, Gorse Hill, Swindon SN2 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crockhamwell Road, Woodley, Reading RG5 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, Festival Way, Basingstoke RG21 7JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Havelock Street, Swindon SN1 1LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Aylesbury HP20 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.5%
Iceland, Nicholsons House Nicholsons Walk, Brock Lane Mall, Maidenhead SL6 1LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Oxford Road, Reading RG1 7QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Templars Square, Cowley, Oxford, OX4 3UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Farnham Road, Slough, SL2 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Basingstoke RG24 8TW														
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, High Wycombe, HP11 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worting Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham MK18 7RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, London Road, Headington, Oxford OX3 7RD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Aylesbury Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Heddenham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Local shops, Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, High Wycombe Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.4%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0		
Local shops, London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, Maidenhead Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0		
Local shops, Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local shops, Oxford City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Local shops, Reading Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.8%	0	1.3%	1	0.0%	0	1.7%	1	0.0%	0
Local shops, Slough Town Centre	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
Local shops, Swindon Town Centre	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
Local shops, Thatcham Town Centre	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
M&S Foodhall, Broadfields Retail Park, Bicester Road, Church Street, Aylesbury HP19 8BU	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
M&S Foodhall, High Street, Aylesbury HP20 1SH	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	0.5%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	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
M&S Foodhall, Mannington Retail Park, Church Street, Swindon SN5 8WA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	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
M&S Simply Food, Banbury Road, Summertown, Oxford OX2 7BY	0.1%	1	3.1%	1	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
M&S Simply Food, Chalfont Way, Crofton Road, Earley, Reading RG6 5HJ	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
M&S Simply Food, Chineham Shopping Centre, Great Binfields Road, Chineham, Basingstoke RG24 8BG	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
M&S Simply Food, East Services, Burghfield Road, Reading RG30 3UQ	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
M&S Simply Food, Grove	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

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13				
Road, The Harrow Way, Basingstoke RG21 3HL																		
M&S Simply Food, London Road, Sonning Cutting, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
M&S Simply Food, Marlborough Road, Swindon SN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
M&S Simply Food, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.7%	7	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	4.3%	3	0.0%	0
M&S Simply Food, Pinchington Lane, Leatherhead, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
M&S Simply Food, Rail Stn, Maidstone Road, Cripsey Road, Oxford OX1 1H	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
M&S Simply Food, Spittal Street, Marlow, SL7 1DB	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	0
M&S Simply Food, Station Road, Reading RG1 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
M&S Simply Food, Tilehurst Road, High Street, Reading RG1 7TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
M&S Simply Food, Wokingham Road, Bracknell RG42 1NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
M&S, The Eden Centre, High Wycombe, HP11 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
M&S, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Marks and Spencer, Broad Street High Street, Reading RG1 2BH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Marks and Spencer, Festival Place, Paddington House, Church Street, Basingstoke RG21 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Marks and Spencer, High Street, Maidenhead SL6 1PY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Marks and Spencer, Kemble Drive, Swindon SN2 2DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Marks and Spencer,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Northbrook Street, Newbury RG14 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon SN25 4BG	0.4%	4	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Queen Street, Oxford OX1 1AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Regent Street, Swindon SN1 1JY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Avenue, Bracknell RG12 1BD	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martin the Newsagent Ltd, 69 Balfour Road, Oxford, OX4 6AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, The Broadway, Thatcham, Newbury RG19 3HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Temple End, High Wycombe, HP13 5XX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Morrisons, Thames Avene, Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)														
Premier Oxford Supermarket, Pegasus Road, Oxford, OX4 6JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Banbury Road, Summertown, Oxford OX2 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cowley Place, Oxford OX4 1JH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	2.4%
Sainsbury's Local, High Street, Marlow, SL7 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Jansel Square, Camborne Avenue, Bedgrove, Aylesbury HP21 7ET	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.8%
Sainsbury's Local, King Street, Maidenhead SL6 1DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Magdalen Street, Oxford OX1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Maiden Place, Reading RG6 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Shinfield Road, Reading RG2 8EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Aldate's, Oxford OX1 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Clement's Street, Oxford OX4 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead SL6 4QZ	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	9	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broad Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.4%
Sainsbury's, Friar Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Reading RG1 1DX																												
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0												
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.5%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0										
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	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										
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Market Street, Chipping Norton, OX7 5NA	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	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	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	0.0%	0
Sainsbury's, Oxford Road, Kidlington, OX5 2PE	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	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	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	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	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	0.0%	0
Sainsbury's, Pioneer Square, Bure Place, Bicester, OX26 6FA	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	0.5%	0
Sainsbury's, Providence Place, Maidenhead SL6 8AG	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell RG12 7SS	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	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	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	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.1%	1	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	0.8%	1	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	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	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.4%	4	0.0%	0	0.0%	0	3.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	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	0.0%	0
Seacourt Tower Retail Park,	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	0.0%	0

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Oxford OX2 0JJ (B&Q, Dreams, Decathlon)														
Shell Select, Garsington Road, Cowley, Oxford, OX4 2LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores, Didcot Parkway Station, Station Road, Didcot, OX11 7NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores, Duncock Way, Oxford, OX4 7EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	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 8RZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Church Street, Caversham, Reading RG4 8AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Southcote Service Station, Bath Road, Reading RG30 2EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Abingdon Road, Oxford, OX1 4TJ	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Banbury Road, Summertown, Oxford OX2 7HN	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Maidenhead SL6 4AQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott Lane, Basingstoke RG22 5NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley Way, Basingstoke RG24 9DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cowley Road, Oxford OX4 1UT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crown Street, Reading RG1 2SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Furze Platt Road, Maidenhead SL6 7NH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hampstead House, Basingstoke RG21 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Tesco Express, Horndean Road, Winkfield Row, Bracknell RG12 0XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Reading RG1 5BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Oxford OX1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Northbrook Street, Newbury RG14 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke RG21 5SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road, Reading RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Shinfield Road, Reading RG2 8HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silverdale Road, Lower Earley, Earley, Reading RG6 7NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Aldate's, Oxford OX1 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Knowsley Road, Tilehurst, Reading RG31 6FA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Tesco Express, The Parade, Swindon SN1 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tilehurst Road, Reading RG1 7TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitley Street, Reading RG2 0EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Windsor Road, Slough, SL1 2EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading RG1 8DF	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Farrell Close, Cirencester, GL7 1HW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Everland Rd, Hungerford RG17 0DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke RG21 4YY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Waitrose, Bond Way, Bracknell RG12 1RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford OX2 0HH	0.2%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading RG4 8AY	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	6
Waitrose, Crockhamwell Road, Woodley, Reading RG5 3JW	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Exchange Street, Waterside, Aylesbury HP20 1AL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Mill Lane, Swindon SN1 7BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury RG14 1NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading RG30 6WR	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Western By-Pass Road, Peartree Interchange, Oxford OX2 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westside Fruit, Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1032	48	60	74	67	91	80	93	161	26	71	101	63	96
Sample:	985	81	72	68	67	82	70	84	82	65	78	89	65	82

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q15 Where did you undertake your 'top up' food shopping the time before last?														
<i>Those who do top-up shopping at Q13; excludes those answering don't know at Q14 AND Excl. Nulls & SFT</i>														
Zone 1														
B&M, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.2%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Northcourt Road, Abingdon, OX14 1PJ	0.8%	8	9.7%	4	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, West St. Helen Street, Abingdon, OX14 5BL	0.4%	4	7.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.2%	2	1.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Wootton Road, Abingdon, OX14 1JD	0.2%	2	2.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Premier - Reynolds Supermarket, Reynolds Way, Abingdon, OX14 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores, High Street, Abingdon, OX14 5BB	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Euro Garages, Marcham Road, Abingdon, OX14 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fitzharris Arms, Wootton Road, Abingdon OX14 1JH	1.3%	12	17.3%	8	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	2.9%	28	23.2%	10	10.5%	6	7.4%	5	0.0%	0	4.9%	4	2.3%	2
Zone 2														
Budgens, Peachcroft Road, Abingdon, OX14 2QA	0.5%	5	0.6%	0	7.8%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Bradstocks Way, Sutton Courtenay, Abingdon, OX14 4BY	0.2%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Service Station, Vineyard, Abingdon, OX14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Abingdon Town Centre	0.9%	9	4.1%	2	7.2%	4	2.8%	2	0.0%	0	0.8%	1	0.0%	0
Local shops, Grove Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Abingdon, Vineyard, Abingdon, OX14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Supermarket, Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Square, Milton Park, Milton, Abingdon, OX14 4RR														
M&S Simply Food, Sutton Courtenay, Milton, Abingdon OX14 4TX	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road, Abingdon, OX14 2ED	0.5%	5	3.3%	1	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	2.7%	27	15.8%	7	22.1%	13	9.9%	7	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Budgens, Frilford, Frilford Service Station, Marcham Road, Frilford, Abingdon, OX13 6QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Besselsleigh Road, Wootton, Abingdon, OX13 6DN	0.6%	6	6.1%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Steventon, Abingdon, OX13 6RS	1.5%	15	0.6%	0	9.5%	6	10.0%	7	0.0%	0	2.6%	2	0.0%	0
Co-Op Food, Kennington Road, Kennington, Oxford, OX1 5PG	0.6%	6	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Southmoor, Abingdon, OX13 5HE	0.5%	4	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Westway Square, Botley, Oxford, OX2 9TJ	1.0%	9	0.0%	0	0.0%	0	13.6%	9	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter Supermarket, Cholswell Road, Abingdon, OX13 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Way, Botley, Oxford OX2 9LJ	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Marcham	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Southmoor	0.3%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
One Stop, Besselsleigh Road, Wootton, Abingdon, OX13 6DN	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Southmoor, Abingdon, OX13 5BB														
Tesco Express, West Way, Botley, Oxford OX2 9TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.2%	3	2.3%	2	0.0%	0
Co-Op Food, Cardinal House, Brewery Street, Highworth, Swindon, SN6 7AJ	0.6%	6	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0	0.0%	0
Co-Op Food, High Street, Shrivenham, Swindon, SN6 8AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Co-Op Food, High Street, Stanford in the Vale, Faringdon, SN7 8LH	0.5%	5	0.0%	0	0.0%	0	0.0%	0	9.0%	5	0.0%	0	0.0%	0
Co-Op Food, Majors Rd, Watchfield, Swindon SN6 8TQ	0.7%	7	0.0%	0	0.0%	0	0.0%	0	11.5%	7	0.0%	0	0.0%	0
Local shops, Faringdon Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%	0	0.0%	0
Local shops, Shrivenham Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Tesco Express, Newburgh Place, Highworth, Swindon, SN6 7DN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.6%	16	0.0%	0	0.0%	0	0.0%	0	26.3%	16	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.8%	7	0.0%	0	0.0%	0	0.0%	0	12.5%	7	0.0%	0	0.0%	0
Zone 5														
Co-Op Food, High Street, Lambourn, Hungerford, RG17 8XL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Co-Op Food, Savile Way, Grove, Wantage, OX12 0PT	0.8%	8	0.0%	0	2.7%	2	0.0%	0	0.0%	0	7.2%	6	0.0%	0
Co-Op Food, Wantage Road, Didcot, OX11 0BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.8%	1
Costcutter, Wallingford Street, Wantage, OX12 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Local shops, Compton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	1
Local shops, Wantage Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	8	0.0%	0

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Londis, Station Road, Grove, Bellinger Service Station, Station Road, Grove, Wantage, OX12 0DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Curie Avenue, Harwell, Didcot, OX11 0QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Store, Savile Way, Grove, Wantage, OX12 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wantage Road, Didcot, OX11 0BS	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	5.2%	4
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	1.7%	16	0.0%	0	1.2%	1	0.7%	0	0.0%	0	16.7%	15	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	18	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	1.3%	13	0.0%	0	0.0%	0	0.8%	0	13.9%	13	0.0%	0	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	1.2%	12	2.8%	1	5.1%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	8
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	14.2%	11
Co-Op Food, Broadway, Didcot, OX11 8RN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Co-Op Food, Ladygrove Local Centre, Mersey Way, Didcot, OX11 7PS	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	8
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Didcot, OX11 7LE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Local shops, Didcot Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Sainsbury's, Central Drive, Didcot, OX11 7ND	2.0%	20	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	19.7%	15
Tesco Express, Cockcroft Road, Didcot, OX11 8LL	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	9
Tesco Superstore, Wallingford Road, North	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	9

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Moreton, Didcot, OX11 9BZ														
Zone 7														
Co-Op Food, Bridle Path, Woodcote, Reading, RG8 0SE	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Benson, Wallingford, OX10 6RP	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, The Square, Pangbourne, Reading, RG8 7AG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Costcutter, Ewelme, Wallingford OX10 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	1.6%	15	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	14.5%	13
Local shops, Cholsey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Goring	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pangbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wallingford Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Londis Wallingford, Sinodun Road, Wallingford, OX10 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Benson, Wallingford Benson Bp, Oxford Road, Benson, Wallingford, OX10 6LX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.6%	1
Morrisons Daily, Reading Road, Cholsey, Wallingford OX10 9HW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Spar, Basildon Filling Station, Lower Basildon RG8 9NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gatehampton Road, Goring, Reading RG8 0ER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco Express, Ilges Lane, Cholsey, Wallingford OX10 9ND	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0
Waitrose, St. Martins Street, Wallingford, OX10 0EF	2.5%	25	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	25.1%	22
Zone 8														
A&I Store, Victoria Road, Wargrave, Reading, RG10 8AG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Budgens, Highway Avenue, Maidenhead, SL6 5AG	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Cox Green Lane, Maidenhead, SL6 3EW	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Henley Road, Caversham, Reading, RG4 6DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Wessex Way, Maidenhead, SL6 3DL	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading, RG5 4UL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Local shops, Henley on Thames	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	7.1%	2
One Stop, Greys Road, Henley-on-Thames, RG9 1QW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	3
Sainsbury's Local, Bell Street, Henley-on-Thames RG9 2BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Waitrose, Bell Street, Henley-on-Thames RG9 2BA	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	47.6%	12
Zone 10														
Co-Op Food, Wood Lane, Sonning Common, Reading, RG4 9SL	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	17
One Stop, Wood Lane, Sonning Common, Reading, RG4 9SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's, West Street, Marlow, SL7 2NB	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	7

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Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Co-Op Food, Bell Street, Princes Risborough, HP27 0DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-Op Food, Couching Street, Watlington, OX49 5PU	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Co-Op Food, Main Road, Walter's Ash, High Wycombe, HP14 4TH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4
Co-Op Food, Oakley Road, Chinnor, OX39 4HB	2.0%	19	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	17.6%	18
Little Waitrose, Lower Icknield Way, Longwick, Princes Risborough, HP27 9RZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Local shops, Chinnor	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6
Local shops, Princes Risborough	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	11
Local shops, Watlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
M&S Foodhall, Horns Lane, White Lion Road, Princes Risborough, HP27 0AN	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	10
Tesco Express, Wycombe Road, Stokenchurch, High Wycombe, HP14 3RN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	15
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Wheatley, Oxford OX33 1YZ	1.2%	12	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.5%	0
Co-Op Food, Fane Drive, Berinsfield, Wallingford, OX10 7ND	0.8%	8	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	9.0%	6
Co-Op Food, High Street, Dorchester-on-Thames, Wallingford, OX10 7HN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Co-Op Food, Ladder Hill, Station Road, Wheatley,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3

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Oxford, OX33 1ST														
Co-Op Food, London Road, Headington, Oxford, OX3 9EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Headington, Oxford OX3 9AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheatley Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Londis Chalgrove, High Street, Chalgrove, Oxford, OX44 7SS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Londis, Church Road, Horspath, Oxford, OX33 1RU	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4
M&S Simply Food, Thame Road, Stadhampton, Oxford OX44 7TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Premier - Berinsfield Shopper, Fane Drive, Berinsfield, Wallingford, OX10 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Headington, Oxford OX3 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Express, London Road, Headington, Oxford OX3 9AJ	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 13														
Waitrose, Old High Street, Headington, Oxford OX3 9HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Thame, OX9 2BU	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.1%
Co-Op Food, Oxford Road, Stone, Aylesbury, HP17 8PB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.2%
Co-Op Food, Tibbs Road, Haddenham, Aylesbury, HP17 8FH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.7%
Local shops, Brill	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.4%
Local shops, Thame	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2.6%
M&S Simply Food, Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.5%

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Street, Thame OX9 3HS														
Morrisons Daily, Banks Parade, Haddenham, Aylesbury, HP17 8ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Thame OX9 2BU	2.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4
Waitrose, Greyhound Lane, Thame OX9 3ZD	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Aldi, Basingstoke Road, Reading RG2 0NT	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bath Road, Calcot, Reading RG30 2HB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.2%	2	0.6%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dedworth Road, Windsor, SL4 4LH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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SN5 7EZ														
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tannery Road Industrial Estate, High Wycombe, HP13 7EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading RG6 5TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Telford Drive, Slough, SL1 9LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
HP19 8BU (Halfords, Dunelm, The Range)														
Budgens, Cavendish Road, Emmer Green, Reading, RG4 8XU	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Atkyns Road, Headington, Oxford, OX3 8RA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-Op Food, Cliveden View, Shifford Crescent, Maidenhead, SL6 7UA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Eccleshall Road, Stone, ST15 0HN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Littlemore Road, Oxford, OX4 3SS	0.4%	3	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	1.8%	1
Co-Op Food, Market Square, High Street, Bampton, OX18 2JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Co-op Food, Rose Hill, Iffley, Oxford OX4 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Station Road, Bletchingdon, Kidlington, OX5 3DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-Op Food, Templars Square, Cowley, Oxford, OX4 3XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, Ambassador Avenue, Oxford, OX4 6XJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Food Warehouse, Barnfield Road Retail Park, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, Reading Link Retail Park, Rose Kiln Lane, Reading RG2 0SN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Warehouse, St. Michael's Retail Park, Basingstoke RG22 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chalfont Way, Earley, Reading RG6 5HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham Shopping Centre, Chineham, Basingstoke RG24 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Road, Reading RG4 8BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cricklade Road, Gorse Hill, Swindon SN2 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crockhamwell Road, Woodley, Reading RG5 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Way, Basingstoke RG21 7JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Havelock Street, Swindon SN1 1LE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Aylesbury HP20 1SA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.5%
Iceland, Nicholsons House Nicholsons Walk, Brock Lane Mall, Maidenhead SL6 1LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Oxford Road, Reading RG1 7QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Templars Square, Cowley, Oxford, OX4 3UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Farnham Road, Slough, SL2 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Basingstoke RG24 8TW														
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, High Wycombe, HP11 1LJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worting Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham MK18 7RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, London Road, Headington, Oxford OX3 7RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aylesbury Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Heddenham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Local shops, Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, High Wycombe Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Local shops, London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Maidenhead Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.8%	1
Local shops, Reading Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.7%	0
Local shops, Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Swindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Broadfields Retail Park, Bicester Road, Church Street, Aylesbury HP19 8BU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Aylesbury HP20 1SH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Mannington Retail Park, Church Street, Swindon SN5 8WA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford OX2 7BY	0.2%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Chalfont Way, Crofton Road, Earley, Reading RG6 5HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Chineham Shopping Centre, Great Binfields Road, Chineham, Basingstoke RG24 8BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, East Services, Burghfield Road, Reading RG30 3UQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Grove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Road, The Harrow Way, Basingstoke RG21 3HL														
M&S Simply Food, London Road, Sonning Cutting, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Marlborough Road, Swindon SN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4
M&S Simply Food, Pinchington Lane, Leatherhead, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Rail Stn, Maidstone Road, Cripsey Road, Oxford OX1 1H	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Spittal Street, Marlow, SL7 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
M&S Simply Food, Station Road, Reading RG1 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Tilehurst Road, High Street, Reading RG1 7TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Wokingham Road, Bracknell RG42 1NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, The Eden Centre, High Wycombe, HP11 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Broad Street High Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Marks and Spencer, Festival Place, Paddington House, Church Street, Basingstoke RG21 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Maidenhead SL6 1PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Marks and Spencer, Kemble Drive, Swindon SN2 2DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Northbrook Street, Newbury RG14 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon SN25 4BG	0.3%	3	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Queen Street, Oxford OX1 1AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Regent Street, Swindon SN1 1JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Avenue, Bracknell RG12 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	10	0.0%	0
Martin the Newsagent Ltd, 69 Balfour Road, Oxford, OX4 6AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, The Broadway, Thatcham, Newbury RG19 3HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons, Temple End, High Wycombe, HP13 5XX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Thames Avene, Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)														
Premier Oxford Supermarket, Pegasus Road, Oxford, OX4 6JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Banbury Road, Summertown, Oxford OX2 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cowley Place, Oxford OX4 1JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.5%
Sainsbury's Local, High Street, Marlow, SL7 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Sainsbury's Local, Jansel Square, Camborne Avenue, Bedgrove, Aylesbury HP21 7ET	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.9%
Sainsbury's Local, King Street, Maidenhead SL6 1DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Magdalen Street, Oxford OX1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Maiden Place, Reading RG6 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Shinfield Road, Reading RG2 8EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Aldate's, Oxford OX1 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Clement's Street, Oxford OX4 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead SL6 4QZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broad Street, Reading RG1 2BH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.5%
Sainsbury's, Friar Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Reading RG1 1DX														
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.5%	5	0.0%	0	1.2%	1	0.7%	0	0.0%	0	0.0%	0	6.1%	4
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Market Street, Chipping Norton, OX7 5NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's, Oxford Road, Kidlington, OX5 2PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pioneer Square, Bure Place, Bicester, OX26 6FA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6 8AG	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	10	0.0%	0
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Oxford OX2 0JJ (B&Q, Dreams, Decathlon)														
Shell Select, Garsington Road, Cowley, Oxford, OX4 2LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores, Didcot Parkway Station, Station Road, Didcot, OX11 7NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores, Duncock Way, Oxford, OX4 7EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	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 8RZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Esso Express, Church Street, Caversham, Reading RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Esso Express, Southcote Service Station, Bath Road, Reading RG30 2EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Abingdon Road, Oxford, OX1 4TJ	0.2%	2	1.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Banbury Road, Summertown, Oxford OX2 7HN	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Maidenhead SL6 4AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Buckingham Parade, Kempshott Lane, Basingstoke RG22 5NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley Way, Basingstoke RG24 9DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cowley Road, Oxford OX4 1UT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crown Street, Reading RG1 2SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Furze Platt Road, Maidenhead SL6 7NH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Tesco Express, Hampstead House, Basingstoke RG21 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Express, Horndean Road, Winkfield Row, Bracknell RG12 0XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Reading RG1 5BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Oxford OX1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Northbrook Street, Newbury RG14 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke RG21 5SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road, Reading RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Shinfield Road, Reading RG2 8HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silverdale Road, Lower Earley, Earley, Reading RG6 7NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Aldate's, Oxford OX1 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Knowsley Road, Tilehurst, Reading RG31 6FA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Swindon SN1 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tilehurst Road, Reading RG1 7TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitley Street, Reading RG2 0EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Windsor Road, Slough, SL1 2EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading RG1 8DF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Farrell Close, Cirencester, GL7 1HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Newland Street, High Wycombe, HP11 2BY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Everland Rd, Hungerford RG17 0DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke RG21 4YY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Waitrose, Bond Way, Bracknell RG12 1RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford OX2 0HH	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading RG4 8AY	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7
Waitrose, Crockhamwell Road, Woodley, Reading RG5 3JW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Waitrose, Exchange Street, Waterside, Aylesbury HP20 1AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Mill Lane, Swindon SN1 7BX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury RG14 1NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Western By-Pass Road, Peartree Interchange, Oxford OX2 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westside Fruit, Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	976	44	58	69	59	90	79	88	138	25	67	100	62	94
Sample:	946	79	70	63	62	81	69	79	75	62	73	87	65	81

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Meanscore: [£]																												
Q16 Thinking more generally how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.																												
<i>Those who do top-up shopping at Q13</i>																												
£1 - £5	7.4%	82	9.2%	4	8.5%	5	17.6%	14	10.9%	8	8.5%	9	2.3%	2	4.3%	4	3.5%	6	13.9%	4	1.2%	1	11.6%	13	4.4%	3	9.2%	9
£6 - £10	20.9%	229	23.2%	11	16.3%	10	24.4%	19	26.1%	19	20.9%	21	23.7%	20	13.1%	13	29.2%	49	20.3%	5	12.6%	9	12.5%	14	22.8%	17	21.4%	22
£11 - £15	11.2%	123	16.3%	8	14.2%	9	7.5%	6	8.5%	6	8.5%	8	11.7%	10	7.6%	8	7.7%	13	11.8%	3	7.4%	6	13.3%	15	16.4%	12	20.2%	21
£16 - £20	18.7%	205	5.4%	3	24.9%	15	11.0%	8	20.8%	15	17.8%	18	29.9%	25	23.8%	24	18.2%	31	6.6%	2	23.9%	18	20.1%	22	13.9%	10	14.4%	15
£21 - £25	7.8%	86	2.7%	1	9.6%	6	7.0%	5	6.4%	5	11.5%	11	10.2%	9	13.7%	14	6.8%	11	5.8%	2	8.9%	7	6.7%	7	2.9%	2	5.6%	6
£26 - £30	8.5%	93	9.7%	5	5.3%	3	9.5%	7	9.9%	7	7.7%	8	9.1%	8	13.9%	14	7.2%	12	9.7%	3	11.1%	8	7.3%	8	11.1%	8	2.5%	3
£31 - £35	2.4%	26	1.1%	1	1.7%	1	2.0%	2	0.7%	0	2.2%	2	4.5%	4	2.2%	2	2.8%	5	0.0%	0	3.0%	2	3.1%	3	3.4%	2	1.9%	2
£36 - £40	2.7%	30	1.1%	1	3.6%	2	4.4%	3	2.0%	1	2.2%	2	2.9%	2	0.5%	1	1.5%	3	0.0%	0	1.3%	1	5.4%	6	9.0%	7	1.0%	1
£41 - £45	1.2%	13	0.0%	0	1.1%	1	2.6%	2	3.3%	2	2.0%	2	0.0%	0	2.6%	3	0.5%	1	0.0%	0	3.1%	2	0.0%	0	0.7%	1	0.0%	0
£46 - £50	3.7%	40	7.3%	4	5.4%	3	3.1%	2	4.6%	3	4.6%	5	0.8%	1	0.0%	0	2.5%	4	10.1%	3	1.9%	1	8.5%	9	0.0%	0	4.6%	5
£51 - £60	2.7%	30	0.5%	0	1.1%	1	1.3%	1	0.0%	0	2.2%	2	2.6%	2	0.0%	0	5.8%	10	3.9%	1	6.3%	5	0.9%	1	0.7%	1	6.3%	6
£61 - £70	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.5%	0	0.0%	0	0.0%	0
£71 - £80	1.0%	10	0.0%	0	3.0%	2	1.3%	1	1.4%	1	0.4%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
£81 - £90	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	0.0%	0
£91 - £100	1.2%	13	4.3%	2	0.0%	0	3.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.2%	5	2.5%	1	1.3%	1	0.5%	0	0.7%	1	0.0%	0
£101 - £110	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.1%	1	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	1.0%	1	0.0%	0	0.0%	0
£121 - £130	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	0.0%	0
£131 - £140	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	0.0%	0
£141 - £150	0.1%	1	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	1.3%	1	0.0%	0	0.0%	0	0.0%	0
£151 - £175	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	0.0%	0
£176 - £200	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	0.0%	0
£201 - £225	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	0.0%	0
£226 - £250	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	0.0%	0
£251 - £275	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	0.0%	0
£276 - £300	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	0.0%	0
£301+	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	0.0%	0
(Don't know / varies)	7.3%	80	13.4%	7	4.7%	3	4.5%	3	2.0%	1	6.3%	6	1.6%	1	8.6%	9	8.2%	14	15.3%	4	12.4%	9	6.8%	7	8.4%	6	8.4%	9
(Refused)	2.6%	29	5.7%	3	0.5%	0	0.6%	0	3.4%	2	4.4%	4	0.0%	0	3.1%	3	2.8%	5	0.0%	0	0.0%	0	1.4%	2	5.6%	4	4.6%	5
Mean:	22.80		22.78		22.08		22.13		19.74		21.83		20.73		25.65		23.84		23.10		30.10		23.76		20.44		19.67	
Weighted base:	1098		49		62		77		73		100		84		100		168		27		75		109		73		103	
Sample:	1048		84		75		73		70		88		74		90		86		68		82		95		75		88	

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Meanscore: [Number of times per week]																												
Q17 And still thinking more generally, how often does your household do a top-up food and grocery shop?																												
<i>Those who do top-up shopping at Q13</i>																												
7 times a week	2.6%	28	6.8%	3	2.7%	2	6.3%	5	2.0%	1	0.0%	0	0.4%	0	0.5%	1	0.5%	1	2.5%	1	2.6%	2	4.0%	4	10.5%	8	0.5%	0
4-6 times a week	2.8%	31	1.1%	1	0.0%	0	5.1%	4	4.9%	4	2.9%	3	2.1%	2	0.0%	0	0.5%	1	11.7%	3	2.5%	2	3.1%	3	0.0%	0	8.6%	9
2-3 times a week	30.1%	331	28.4%	14	25.6%	16	24.6%	19	25.3%	19	24.2%	24	37.2%	31	30.6%	31	37.7%	63	40.3%	11	35.2%	26	28.5%	31	22.6%	16	29.2%	30
Once a week	44.7%	491	46.2%	22	42.3%	26	43.6%	34	59.5%	44	52.5%	52	37.0%	31	50.6%	51	43.2%	72	35.6%	10	34.7%	26	46.5%	51	40.0%	29	42.6%	44
Once a fortnight	12.8%	141	11.8%	6	21.0%	13	7.0%	5	4.7%	3	13.1%	13	20.4%	17	6.0%	6	13.7%	23	5.0%	1	17.5%	13	13.0%	14	18.4%	13	11.7%	12
Once a month	1.2%	13	2.6%	1	1.1%	1	2.5%	2	2.1%	2	0.0%	0	0.0%	0	1.6%	2	0.5%	1	0.0%	0	3.2%	2	0.5%	0	0.0%	0	2.4%	2
Less than once a month	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
(Don't know / varies)	5.4%	60	3.1%	1	7.2%	4	10.9%	8	1.4%	1	5.4%	5	2.9%	2	9.6%	10	3.9%	7	4.9%	1	4.3%	3	4.6%	5	8.5%	6	4.7%	5
<i>Mean:</i>	<i>1.68</i>		<i>1.83</i>		<i>1.47</i>		<i>2.01</i>		<i>1.67</i>		<i>1.42</i>		<i>1.58</i>		<i>1.49</i>		<i>1.57</i>		<i>2.26</i>		<i>1.71</i>		<i>1.75</i>		<i>1.96</i>		<i>1.77</i>	
Weighted base:	1098	49	62	77	73	100	84	100	168	27	75	109	73	103														
Sample:	1048	84	75	73	70	88	74	90	86	68	82	95	75	88														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q18 Where did you last buy clothing or footwear goods?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nuffield Way, Abingdon OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.3%	9	5.4%	2	7.3%	3	3.5%	2	0.0%	0	0.0%	0	2.8%	1
Toolstation, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Abingdon Town Centre	2.6%	17	11.3%	4	20.4%	8	7.4%	4	0.0%	0	0.7%	0	0.9%	1
Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Courtenay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Kennington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	12.6%	5	0.0%	0	0.0%	0
Hatford Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Stanford in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0QN	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	0.9%	6	0.0%	0	1.7%	1	0.0%	0	3.9%	2	7.2%	4	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	12.4%	83	10.7%	4	17.8%	7	4.1%	2	0.0%	0	18.9%	11	71.5%	47

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
East Hagourne	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	5.5%	3		
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	0.9%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	1	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	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	0.0%	0
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	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	0.0%	0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	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	0.0%	0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	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	0.0%	0
The Orchard Centre, Didcot, OX11 7LG	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	0.0%	0
Toolstation, Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	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	0.0%	0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	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	0.0%	0
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	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	0.0%	0
Zone 7																												
Benson	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightwell Village	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	0.0%	0
Cholsey Village Centre	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	0.0%	0
Goring Village	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	0.0%	0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	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	0.0%	0
Pangbourne	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	0.0%	0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 0PT	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	1.5%	10	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading, RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Wargrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Park, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trio Flooring, Westfield Farm Medmenham Nr, Marlow,SL7 2HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Chinnor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hughenden Manor, Hughenden, HP14 4LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwick Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Asda, London Road, Wheatley, Oxford OX33 1YZ	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berinsfield Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garsington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Oxford, OX44 9PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13														
Cuddington Village	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Haddenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Crendon	1.1%	7	0.0%	0	0.0%	0	9.9%	6	1.3%	0	0.0%	0	1.7%	1
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, High Street, Thame OX9 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Jefferson Way, Thame, OX9 3SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waddesdon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greyhound Lane, Thame, OX9 3ZD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingsstoke Road, Reading RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon SN5 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andertons Music, Woodbridge Road, Guildford, GU1 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
RG6 5TT														
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wave Approach, Selsey, Chichester, PO20 0FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.3%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Aylesbury Town Centre	2.9%	19	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	8
B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
B&Q, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, High Wycombe, HP11 1EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Newbury, RG14 2BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	1.7%	11	4.4%	1	4.7%	2	5.9%	3	0.0%	0	0.0%	0	2.0%	1
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.1%	1	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.2%	8	0.8%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.5%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	8.3%	3
Bourne End	1.4%	9	3.7%	1	4.1%	2	1.8%	1	0.0%	0	1.5%	1	0.0%	0
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bridge Retail Park, Wokingham, RG40 2NU	0.6%	4	3.8%	1	0.0%	0	0.0%	0	5.2%	2	1.6%	1	0.0%	0
Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford Garden Centre, Shilton Road, Burford, OX18 4PA	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cairngorm Gate Retail Park, Milton Keynes, MK6 1AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, London Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Newbury, RG14 2BP														
Carpetright, Stafferton Way, Maidenhead, SL6 1AY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets 4 Less, Horspath Industrial Estate, Peterley Road, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.3%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Bridge Garden Centre, Richfield Avenue, Reading, RG1 8EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.3%	1	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Lockheed Closse, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, London Road, High Wycombe, HP11 1LH	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde Road, Swindon, SN2 7SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Woodmansterne Lane, Wallington, SM6 0SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Dunelm, Pincents Hill House, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Flooring Superstore, Western Road, Bracknell, RG12 1FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport, London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Great Missenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	1.8%	12	0.0%	0	0.0%	0	0.0%	0	11.1%	4	13.0%	7	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	2	2.3%	1	0.0%	0
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Keys, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fleming Way, Swindon, SN1 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Court, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Hastings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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High Wycombe Town Centre	6.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.7%	0	7.3%	2	53.3%	33	0.0%	0	6.1%	4
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	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
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	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
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	0.1%	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	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	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
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	0.4%	2	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	3.9%	2
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	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
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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
Homebase, Stafferton Way, Maidenhead, SL6 1AY	2.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	4.7%	3	0.0%	0	14.6%	9
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	2.1%	14	4.6%	2	6.5%	3	0.8%	0	0.0%	0	1.6%	1	9.3%	6	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, London, NW10 0TH	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
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	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
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	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
John Lewis, Broad Street, Reading, RG1 2BB	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
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Estate, Stockbridge, SO20 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worting Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	2.6%	17	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater Retail Park, High Wycombe, HP10 9QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	1.2%	8	4.4%	1	0.0%	0	4.3%	2	7.8%	3	0.0%	0	0.0%	0
Madejski Stadium, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	3.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Royal Wootton Bassett, Swindon, SN4 4HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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OX2 0FE														
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Ave., Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.0%	13	3.7%	1	0.8%	0	0.8%	0	1.3%	0	16.5%	9	2.0%	1
Nottcutts, Clay Lane, Booker, Marlow, SL7 3DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.9%	6	0.0%	0	4.1%	2	0.0%	0	11.4%	5	0.0%	0	0.0%	0
Oxford City Centre	18.1%	121	34.4%	12	25.3%	10	52.6%	31	18.9%	7	20.7%	12	14.2%	9
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peters Field Nursery, Forest Green Road, Fifield, Maidenhead ,SL6 2NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	9.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's, Broad Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading RG1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.8%	5	0.8%	0	1.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0

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8AG														
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cressex Business Park, The Merlin Centre, Lancaster Road, High Wycombe, HP12 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Reform Road, Maidenhead, SL6 8BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thames Ind Estate, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SCS, Slough Retail Park, Twinges Lane, Slough, SL1 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Silvermere Golf, Redhill Road, Cobham, KT11 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Forbury Retail Park, Reading, RG1 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Retail Park, Bridge Road, Cirencester, GL7 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Srewfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	0	1.3%	0	1.5%	1	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Retail Park, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Church Street, Caversham, Reading, RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading, RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading RG1 8DF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Chineham, Basingstoke RG24 8BE														
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Reading, RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Shopping Centre, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Riverside Road, Reading, RG1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Botley Road, Oxford, OX2 0PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Dunbeath Road, Swindon, SN2 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Horspath Industrial Estate, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
RG1 8AL														
Waitrose, Botley Road, Oxford, OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading, RG4 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading, RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere, GU27 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Reading Road, Winnersh, Wokingham, RG41 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Bletchley, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe, HP11 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	668	33	40	58	40	57	65	57	110	13	33	63	37	62
Sample:	684	58	59	53	42	59	60	53	62	47	41	55	42	53

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Meanscore: [Number of times per month]														
Q19 How often do you generally make shopping trips for clothing or footwear to (LOCATION MENTIONED AT Q18)?														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.4%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	3.9%	26	1.5%	1	4.3%	2	0.0%	0	6.0%	2	3.7%	2	7.9%	5
At least once a fortnight	3.8%	26	3.2%	1	7.2%	3	8.0%	3	0.0%	5	0.0%	0	10.4%	7
At least once a month	19.2%	128	16.2%	5	21.9%	9	18.0%	10	21.6%	9	15.3%	9	28.9%	19
At least every two months	12.7%	85	17.9%	6	8.0%	3	9.0%	5	15.3%	6	7.4%	4	12.2%	8
At least every 3 months	21.6%	144	12.3%	4	10.0%	4	23.8%	14	29.4%	12	19.7%	11	19.6%	13
At least every 6 months	14.3%	96	15.1%	5	26.1%	11	14.4%	8	14.9%	6	15.6%	9	5.4%	4
Less often than once every 6 months	16.3%	109	23.2%	8	12.5%	5	20.9%	12	7.6%	3	15.6%	9	4.7%	3
Have only visited once (Don't know / varies)	2.3%	15	0.0%	0	3.4%	1	4.3%	2	1.3%	0	6.5%	4	1.0%	1
	5.5%	37	10.6%	4	5.8%	2	1.8%	1	3.9%	2	12.4%	7	10.0%	6
<i>Mean:</i>	<i>0.68</i>	<i>0.52</i>	<i>0.81</i>	<i>0.54</i>	<i>0.70</i>	<i>0.64</i>	<i>1.06</i>	<i>0.92</i>	<i>0.62</i>	<i>0.38</i>	<i>0.42</i>	<i>0.82</i>	<i>0.53</i>	<i>0.53</i>
Weighted base:	668	33	40	58	40	57	65	57	110	13	33	63	37	62
Sample:	684	58	59	53	42	59	60	53	62	47	41	55	42	53

Q20 How do you travel to (LOCATION MENTIONED AT Q18)?

Car / van (as driver)	65.0%	434	56.0%	19	55.4%	22	56.1%	33	82.2%	32	76.6%	43	44.6%	29
Car / van (as passenger)	6.3%	42	9.0%	3	2.5%	1	7.5%	4	7.6%	3	8.0%	5	1.5%	1
Bus, minibus or coach	15.3%	102	23.7%	8	26.7%	11	26.5%	15	6.3%	2	8.8%	5	6.5%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.4%	63	10.5%	4	11.1%	4	4.0%	2	3.9%	2	5.2%	3	40.8%	27
Taxi	0.7%	5	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Train	2.1%	14	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.7%	0	3.4%	2
Bicycle	0.8%	5	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.7%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and ride (Don't know / can't remember)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Weighted base:	668	33	40	58	40	57	65	57	110	13	33	63	37	62
Sample:	684	58	59	53	42	59	60	53	62	47	41	55	42	53

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q21 When you last went shopping for clothing or footwear at (LOCATION MENTIONED AT Q18), did you link this trip with another activity?																												
Yes – NON-FOOD shopping	12.6%	84	25.8%	9	11.0%	4	16.6%	10	5.0%	2	2.3%	1	15.1%	10	8.6%	5	23.6%	26	17.2%	2	4.4%	1	5.4%	3	5.6%	2	13.1%	8
Yes – FOOD shopping	10.5%	70	5.5%	2	12.0%	5	1.7%	1	15.3%	6	11.7%	7	18.8%	12	11.1%	6	11.0%	12	7.0%	1	4.2%	1	3.2%	2	27.9%	10	7.0%	4
Yes – visiting services such as banks and other financial institutions	1.8%	12	1.6%	1	0.0%	0	1.7%	1	1.3%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.7%	0	1.4%	0	7.0%	4	0.0%	0	6.3%	4
Yes – leisure activity	4.2%	28	1.5%	1	3.4%	1	8.8%	5	13.7%	5	0.7%	0	3.3%	2	2.0%	1	5.8%	6	1.7%	0	1.4%	0	6.1%	4	1.4%	1	0.8%	0
Yes – visiting café / pub / restaurant	17.5%	117	12.1%	4	8.4%	3	18.9%	11	9.2%	4	17.0%	10	21.6%	14	16.3%	9	13.5%	15	10.3%	1	26.4%	9	22.2%	14	19.2%	7	26.0%	16
Yes – visiting other service such as hairdressers, beautician, laundrette etc	0.7%	5	0.8%	0	0.0%	0	2.6%	2	2.7%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Yes – travelling to / from work	3.6%	24	0.0%	0	1.7%	1	1.8%	1	14.3%	6	3.7%	2	0.0%	0	0.0%	0	5.4%	6	3.6%	0	0.0%	0	0.0%	0	6.9%	3	8.5%	5
Yes – travelling to / from school / college / university	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.3%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	0
Yes – visiting family / friends	5.6%	38	3.7%	1	7.2%	3	9.8%	6	3.9%	2	3.1%	2	2.8%	2	2.9%	2	11.6%	13	0.0%	0	15.8%	5	2.4%	1	2.8%	1	0.8%	0
Yes – visiting health service such as doctor, dentist, hospital	1.4%	9	2.4%	1	0.0%	0	1.7%	1	1.3%	0	0.0%	0	3.4%	2	0.0%	0	0.7%	1	1.7%	0	7.2%	2	0.8%	0	1.4%	1	0.8%	0
Yes – other activity	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	0.0%	0
Yes – social reasons	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – just browsing	1.4%	10	3.8%	1	0.8%	0	0.0%	0	2.7%	1	5.0%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.4%	0	0.8%	0	1.4%	1	1.6%	1
(No activity)	37.2%	248	42.9%	14	54.7%	22	30.1%	18	29.4%	12	53.4%	30	29.9%	19	50.7%	29	27.5%	30	44.6%	6	35.0%	12	46.1%	29	26.3%	10	29.2%	18
(Don't know / varies)	2.6%	17	0.0%	0	0.0%	0	4.7%	3	1.3%	0	0.0%	0	0.5%	0	3.8%	2	0.7%	1	8.8%	1	2.8%	1	6.1%	4	5.6%	2	4.5%	3
Weighted base:		668		33		40		58		40		57		65		57		110		13		33		63		37		62
Sample:		684		58		59		53		42		59		60		53		62		47		41		55		42		53

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q22 Where did you last buy books, CDs, DVDs or video games?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nuffield Way, Abingdon OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.5%	5	9.1%	2	4.8%	1	6.4%	2	0.0%	0	0.0%	0	3.0%	1
Toolstation, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Abingdon Town Centre	6.6%	23	39.8%	9	48.9%	7	17.4%	5	0.0%	0	6.8%	2	0.0%	0
Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Courtenay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Kennington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatford Village Highworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0QN	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Lambourn	8.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	17.3%	10
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	3.9%	14	0.0%	0	0.0%	0	1.6%	0	3.1%	0	42.7%	13	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	12.9%	44	12.1%	3	21.9%	3	3.2%	1	0.0%	0	30.1%	9	69.2%	24

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
East Hagourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	2	3.2%	1	0.0%	0
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	1.5%	1	0.0%	0
The Orchard Centre, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Benson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightwell Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	7.8%	27	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.1%	0
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading, RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Wargrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Park, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0
Trio Flooring, Westfield Farm Medmenham Nr, Marlow, SL7 2HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Chinnor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughenden Manor, Hughenden, HP14 4LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwick Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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Asda, London Road, Wheatley, Oxford OX33 1YZ	0.3%	1	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	6.2%	1	0.0%	0
Berinsfield Village	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
Chalgrove	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
Dorchester Village Centre	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
Garsington Village	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
Headington Local Centre	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
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	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
Notcutts Garden Centre, Oxford, OX44 9PY	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
Stadhampton Village Centre	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
Waitrose, Old High Street, Headington, Oxford, OX3 9HP	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
Waterperry	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
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	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
Wheatley Village Centre	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
Zone 13																										
Cuddington Village	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
Haddenham	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
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	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
Long Crendon	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
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	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
Sainsbury's, High Street, Thame OX9 2BU	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
Screwfix, Jefferson Way, Thame, OX9 3SZ	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
Thame	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
Waddesdon Village	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
Waitrose, Greyhound Lane, Thame, OX9 3ZD	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
Outside Catchment Area																										
Aldi, Baker Street, High Wycombe, HP11 2RX	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
Aldi, Banbury Road, Chipping Norton, OX7 5ET	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
Aldi, Basingsstoke Road, Reading RG2 0NT	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

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.1%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon SN5 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andertons Music, Woodbridge Road, Guildford, GU1 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
RG6 5TT														
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wave Approach, Selsey, Chichester, PO20 0FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.9%	3	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.9%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3
B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, High Wycombe, HP11 1EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Newbury, RG14 2BP	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.5%	2	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Bourne End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham, RG40 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford Garden Centre, Shilton Road, Burford, OX18 4PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cairngorm Gate Retail Park, Milton Keynes, MK6 1AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Carpetright, London Road,	1.1%	4	0.0%	0	0.0%	0	0.0%	0	6.6%	1	1.4%	0	3.2%	1

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Newbury, RG14 2BP																										
Carpetright, Stafferton Way, Maidenhead, SL6 1AY	0.3%	1	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	3.7%	1
Carpets 4 Less, Horspath Industrial Estate, Peterley Road, Oxford, OX4 2TZ	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
Carterton Town Centre	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
Caversham	0.3%	1	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	3.5%	1
Caversham Bridge Garden Centre, Richfield Avenue, Reading, RG1 8EQ	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
Chelmsford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Chichester	0.6%	2	0.0%	0	0.0%	0	1.6%	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	5.5%	2
Chipping Norton	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
Cirencester	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
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	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
Costco, South Oak Way, Reading, RG2 6UE	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
Cotswold Outdoor, Bicester, OX25 2NY	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
Cowley	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
Cowley Retail Park, Oxford, OX4 6XJ	0.1%	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	1.8%	0
Cribbs Causeway, Bristol	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
Dartmouth	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
Derby	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
Designer Outlet, Kemble Drive, Swindon, SN2 2DY	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
DFS, Lockheed Closse, Banbury, OX16 1LX	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
DFS, London Road, High Wycombe, HP11 1LH	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
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	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
Dobbies Garden Centre, Hyde Road, Swindon, SN2 7SE	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
Dobbies Garden Centre, Woodmansterne Lane, Wallington, SM6 0SU	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
Donnington Village Centre	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

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Dunelm, Pincents Hill House, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham	4.0%	14	0.0%	0	0.0%	0	0.0%	0	21.5%	3	0.0%	0	0.0%	0
Flooring Superstore, Western Road, Bracknell, RG12 1FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport, London	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	5
Great Missenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Keys, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fleming Way, Swindon, SN1 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Court, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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High Wycombe Town Centre	2.8%	10	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	22.1%	5	0.0%	0	8.5%	2
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	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	0.0%	0
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	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	0.0%	0
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	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	0.0%	0
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	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
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.1%	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	2.1%	0	0.0%	0	0.0%	0
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	4.7%	16	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	18.8%	5	12.2%	2	35.0%	10
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	1.2%	4	1.1%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, London, NW10 0TH	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	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	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	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	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	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Estate, Stockbridge, SO20 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worthing Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Long Hanborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater Retail Park, High Wycombe, HP10 9QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	1.3%	4	2.4%	1	0.0%	0	3.2%	1	12.8%	2	0.0%	0	0.0%	0
Madejski Stadium, Reading	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Royal Wootton Bassett, Swindon, SN4 4HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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OX2 0FE																												
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Station Way W, Aylesbury HP20 2HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Thames Ave., Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Newbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Nottcutts, Clay Lane, Booker, Marlow, SL7 3DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Oxford City Centre	11.8%	41	33.1%	7	24.4%	3	52.2%	16	3.1%	0	3.0%	1	1.9%	1	1.5%	1	1.4%	1	1.5%	0	0.0%	0	0.0%	0	37.9%	7	13.8%	4
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	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	0.0%	0
Peters Field Nursery, Forest Green Road, Fifield, Maidenhead ,SL6 2NR	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	6.9%	24	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.6%	2
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broad Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading RG1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	9.7%	2	0.0%	0	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
8AG														
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cressex Business Park, The Merlin Centre, Lancaster Road, High Wycombe, HP12 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Reform Road, Maidenhead, SL6 8BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thames Ind Estate, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SCS, Slough Retail Park, Twinges Lane, Slough, SL1 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf, Redhill Road, Cobham, KT11 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Forbury Retail Park, Reading, RG1 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Road, Swindon, SN5 8WF														
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Retail Park, Bridge Road, Cirencester, GL7 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Srewfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Retail Park, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Tesco Esso Express, Church Street, Caversham, Reading, RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading, RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Tesco Extra, Napier Road, Reading RG1 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Tesco Superstore, District Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Chineham, Basingstoke RG24 8BE														
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Reading, RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Shopping Centre, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Riverside Road, Reading, RG1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Botley Road, Oxford, OX2 0PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Dunbeath Road, Swindon, SN2 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Horspath Industrial Estate, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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RG1 8AL														
Waitrose, Botley Road, Oxford, OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading, RG4 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading, RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere, GU27 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Reading Road, Winnersh, Wokingham, RG41 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Bletchley, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe, HP11 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	346	22	14	30	16	29	35	35	60	15	21	24	18	27
Sample:	397	37	23	35	19	31	32	31	38	48	25	25	22	31

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q23 Where did you last buy small household goods such as home furnishings, clocks, jewellery, glass and china items?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nuffield Way, Abingdon OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	2.2%	11	11.0%	3	4.7%	1	8.3%	3	0.0%	0	0.0%	0	13.5%	4
Toolstation, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Abingdon Town Centre	4.1%	21	15.9%	4	24.2%	7	6.6%	3	5.9%	2	4.7%	2	0.0%	0
Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sutton Courtenay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Kennington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	12.4%	4	0.0%	0	0.0%	0
Hatford Village Highworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0QN	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	3.2%	17	0.0%	0	0.0%	0	6.8%	3	3.0%	1	30.7%	13	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	5.1%	27	4.0%	1	6.8%	2	0.0%	0	1.4%	0	0.0%	0	37.5%	21

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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East Hagourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	1.4%	8	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	2.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	9	7.4%	4
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
The Orchard Centre, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Benson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightwell Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	0.6%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading, RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Wargrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Park, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Trio Flooring, Westfield Farm Medmenham Nr, Marlow,SL7 2HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughenden Manor, Hughenden, HP14 4LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwick Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Asda, London Road, Wheatley, Oxford OX33 1YZ	0.8%	4	2.1%	1	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	13.5%	4	0.0%	0
Berinsfield Village	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
Chalgrove	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
Dorchester Village Centre	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
Garsington Village	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
Headington Local Centre	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
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	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
Notcutts Garden Centre, Oxford, OX44 9PY	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
Stadhampton Village Centre	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
Waitrose, Old High Street, Headington, Oxford, OX3 9HP	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
Waterperry	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
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	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
Wheatley Village Centre	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
Zone 13																										
Cuddington Village	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	9	6.0%	1	1.6%	0	2.0%	1	0.0%	0	0.0%	0
Haddenham	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
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	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
Long Crendon	1.0%	5	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.0%	0	0.0%	0	2.2%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	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
Sainsbury's, High Street, Thame OX9 2BU	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
Screwfix, Jefferson Way, Thame, OX9 3SZ	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
Thame	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
Waddesdon Village	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
Waitrose, Greyhound Lane, Thame, OX9 3ZD	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
Outside Catchment Area																										
Aldi, Baker Street, High Wycombe, HP11 2RX	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
Aldi, Banbury Road, Chipping Norton, OX7 5ET	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
Aldi, Basingsstoke Road, Reading RG2 0NT	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

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon SN5 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andertons Music, Woodbridge Road, Guildford, GU1 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13				
RG6 5TT																		
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	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
Asda, Mandeville Road, Aylesbury HP21 8BD	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
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	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
Asda, Wave Approach, Selsey, Chichester, PO20 0FR	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
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	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
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	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
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	1.0%	0
Aylesbury Town Centre B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	5	0.0%	0	5.2%	2
B&Q, Great Western Way, Swindon SN2 2DJ	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
B&Q, London Road, High Wycombe, HP11 1EZ	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
B&Q, London Road, Newbury, RG14 2BP	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
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	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
B&Q, Thorney Leys Park, Witney, OX28 4GF	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
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.5%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	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

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bicester Town Centre	0.7%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Blackbird Leys Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	1.0%	5	0.0%	0	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0
Botley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	6.9%	36	12.0%	3	10.3%	3	40.1%	17	0.0%	0	8.0%	3	9.5%	5
Bourne End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham, RG40 2NU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	3.7%	20	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford Garden Centre, Shilton Road, Burford, OX18 4PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cairngorm Gate Retail Park, Milton Keynes, MK6 1AZ	3.2%	17	18.4%	5	14.2%	4	0.0%	0	1.4%	0	2.1%	1	4.9%	3
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, London Road,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Newbury, RG14 2BP														
Carpetright, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets 4 Less, Horspath Industrial Estate, Peterley Road, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Bridge Garden Centre, Richfield Avenue, Reading, RG1 8EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.6%	3	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Dartmouth	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Lockheed Closse, Banbury, OX16 1LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, London Road, High Wycombe, HP11 1LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde Road, Swindon, SN2 7SE	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Dobbies Garden Centre, Woodmansterne Lane, Wallington, SM6 0SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Dunelm, Pincents Hill House, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Superstore, Western Road, Bracknell, RG12 1FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.5%	4
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport, London	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	0.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Keys, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fleming Way, Swindon, SN1 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Court, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, London	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0
Hemel Hempstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	1.5%	8	0.0%	0	0.0%	0	0.0%	0	22.3%	8	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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High Wycombe Town Centre	10.1%	54	0.0%	0	1.1%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	11	18.0%	2	17.6%	5	52.9%	26	0.0%	0	16.5%	8
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	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	0.0%	0
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	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	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	0.1%	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	1.0%	0	0.0%	0	0.0%	0
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	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
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	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	0.0%	0
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	1.6%	8	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	6.8%	3	2.0%	1	9.4%	4
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, London, NW10 0TH	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	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	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	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	4.1%	22	7.1%	2	5.4%	2	0.0%	0	0.0%	0	15.2%	6	5.5%	3	12.3%	6	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Estate, Stockbridge, SO20 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worthing Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater Retail Park, High Wycombe, HP10 9QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Ambassador Avenue, Oxford, OX4 6XJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.9%
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.7%	4	0.0%	0	0.0%	0	3.5%	1	5.9%	2	0.0%	0	0.0%	0
Madejski Stadium, Reading	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Royal Wootton Bassett, Swindon, SN4 4HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
OX2 0FE														
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%	0	0.0%
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Ave., Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	11.9%	5	0.6%	0	2.1%	1
Nottcutts, Clay Lane, Booker, Marlow, SL7 3DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.3%	1	0.0%	0	0.0%	0	1.2%	0	2.8%	1	0.0%	0	0.0%	0
Oxford City Centre	7.0%	37	20.5%	5	14.0%	4	19.6%	8	9.4%	3	18.2%	8	2.8%	2
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peters Field Nursery, Forest Green Road, Fifield, Maidenhead ,SL6 2NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Reading Town Centre	9.2%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	26.0%	13
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Broad Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading RG1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.8%	4	1.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	4
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
8AG														
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cressex Business Park, The Merlin Centre, Lancaster Road, High Wycombe, HP12 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Reform Road, Maidenhead, SL6 8BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thames Ind Estate, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SCS, Slough Retail Park, Twinges Lane, Slough, SL1 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf, Redhill Road, Cobham, KT11 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sofology, Forbury Retail Park, Reading, RG1 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Road, Swindon, SN5 8WF														
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Retail Park, Bridge Road, Cirencester, GL7 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Srewfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Retail Park, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Tesco Esso Express, Church Street, Caversham, Reading, RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading, RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.9%
Tesco Extra, Napier Road, Reading RG1 8DF	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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Chineham, Basingstoke RG24 8BE														
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Reading, RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Shopping Centre, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Riverside Road, Reading, RG1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Botley Road, Oxford, OX2 0PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Dunbeath Road, Swindon, SN2 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Horspath Industrial Estate, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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RG1 8AL														
Waitrose, Botley Road, Oxford, OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading, RG4 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading, RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere, GU27 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Reading Road, Winnersh, Wokingham, RG41 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Bletchley, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe, HP11 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	528	25	29	42	35	43	56	50	85	11	29	49	26	48
Sample:	529	39	43	40	36	41	48	47	46	33	35	41	31	49

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q24 Where did you last buy toys, games, bicycles, sports or other recreational goods?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nuffield Way, Abingdon OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Abingdon, OX14 1TR	0.3%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.7%	7	8.3%	1	7.0%	2	10.9%	3	0.0%	0	0.0%	0	0.0%	0
Toolstation, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Abingdon Town Centre	5.4%	21	38.4%	7	28.1%	7	21.9%	6	6.9%	1	0.0%	0	0.0%	0
Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Sutton Courtenay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Hatford Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0QN	3.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	10.1%	2	15.5%	6	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	11.6%	45	1.4%	0	19.5%	5	0.0%	0	0.0%	0	19.1%	8	54.8%	28

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
East Hagourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	4.2%	16	0.0%	0	7.7%	2	0.0%	0	0.0%	0	17.1%	7	10.2%	5
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	14.5%	7
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Orchard Centre, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Benson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightwell Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 OPT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading, RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Wargrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Park, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Henley-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trio Flooring, Westfield Farm Medmenham Nr, Marlow,SL7 2HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0
Hughenden Manor, Hughenden, HP14 4LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwick Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Asda, London Road, Wheatley, Oxford OX33 1YZ	0.1%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berinsfield Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalgrove	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0
Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garsington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington Local Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Oxford, OX44 9PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13														
Cuddington Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Crendon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Thame OX9 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Jefferson Way, Thame, OX9 3SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waddesdon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greyhound Lane, Thame, OX9 3ZD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Aldi, Basingsstoke Road, Reading RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.1%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon SN5 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andertons Music, Woodbridge Road, Guildford, GU1 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
RG6 5TT														
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wave Approach, Selsey, Chichester, PO20 0FR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Aylesbury Town Centre	2.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	0.1%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, High Wycombe, HP11 1EZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
B&Q, London Road, Newbury, RG14 2BP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0
Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	5.4%	21	15.2%	3	4.2%	1	40.6%	10	6.9%	1	7.3%	3	3.6%	2
Bourne End	0.9%	3	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham, RG40 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford Garden Centre, Shilton Road, Burford, OX18 4PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cairngorm Gate Retail Park, Milton Keynes, MK6 1AZ	0.8%	3	4.3%	1	7.0%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0

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Newbury, RG14 2BP														
Carpetright, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets 4 Less, Horspath Industrial Estate, Peterley Road, Oxford, OX4 2TZ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Bridge Garden Centre, Richfield Avenue, Reading, RG1 8EQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford, OX4 6XJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Lockheed Closse, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, London Road, High Wycombe, HP11 1LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde Road, Swindon, SN2 7SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Woodmansterne Lane, Wallington, SM6 0SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Dunelm, Pincents Hill House, Pincents Lane, Theale, Reading, RG31 7SD	2.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	14.1%	9	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	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		
Exmouth	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		
Eynsham	3.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	8	0.0%	0	14.1%	5	0.0%	0	0.0%	0		
Flooring Superstore, Western Road, Bracknell, RG12 1FJ	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		
Flooring Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	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		
Folkestone	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		
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	3.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	5	6.6%	4	0.0%	0	11.4%	4	0.0%	0	0.0%	0		
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	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		
Gatwick Airport, London	0.8%	3	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	1.8%	0	0.0%	0	9.4%	3
Great Missenden	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		
Great Yarmouth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	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		
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	0.4%	1	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	3.0%	1	1.8%	0	0.0%	0		
Gunwharf Keys, Portsmouth	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		
Halfords, Fleming Way, Swindon, SN1 2NN	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		
Hampton Court, Richmond	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		
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	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		
Hastings	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		
Heathrow Airport, London	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hemel Hempstead	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		
Hempton	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		
Hereford	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		
Hermitage Village Centre	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		

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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High Wycombe Town Centre	2.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	2.8%	1	29.9%	8	0.0%	0	5.0%	1
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	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	0.0%	0
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	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	0.0%	0
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	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	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	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	0.0%	0
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	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	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	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	0.0%	0
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	3.6%	14	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	27.7%	8	7.6%	2	16.2%	5
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, London, NW10 0TH	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	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	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	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	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	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Estate, Stockbridge, SO20 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.7%
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worting Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater Retail Park, High Wycombe, HP10 9QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Madejski Stadium, Reading	1.2%	5	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	7	5.6%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Royal Wootton Bassett, Swindon, SN4 4HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
OX2 0FE														
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Ave., Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottcutts, Clay Lane, Booker, Marlow, SL7 3DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	6.7%	26	18.1%	3	18.3%	4	11.3%	3	0.0%	0	9.3%	4	0.0%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peters Field Nursery, Forest Green Road, Fifield, Maidenhead ,SL6 2NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	4.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	3.6%	2	9.3%	3	13.5%	8	0.0%	0	1.4%	0	0.0%	0	2.5%	1	0.0%	0		
Reading Town Centre	7.7%	30	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	8.2%	3	14.6%	9	43.9%	3	30.6%	10	0.0%	0	12.6%	3	0.0%	0
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	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	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	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	0.0%	0	0.0%	0
Sainsbury's, Broad Street, Reading RG1 2BH	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	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	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	0.0%	0	0.0%	0
Sainsbury's, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	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	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading RG1 1DX	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	0.0%	0	0.0%	0
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.3%	1	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	3.5%	1
Sainsbury's, Hectors Way, Newbury, RG14 5AB	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	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.3%	1	0.0%	0	0.0%	0	1.9%	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	2.5%	1	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	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	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	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	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	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	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	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	0.0%	0	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	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	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6	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	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
8AG														
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cressex Business Park, The Merlin Centre, Lancaster Road, High Wycombe, HP12 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Reform Road, Maidenhead, SL6 8BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thames Ind Estate, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SCS, Slough Retail Park, Twinches Lane, Slough, SL1 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	1.8%	7	0.0%	0	1.3%	0	4.0%	1	0.0%	0	4.9%	2	0.0%	0
Silvermere Golf, Redhill Road, Cobham, KT11 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Forbury Retail Park, Reading, RG1 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Retail Park, Bridge Road, Cirencester, GL7 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Srewfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	42.9%	7	0.0%	0	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Retail Park, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Church Street, Caversham, Reading, RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading, RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading RG1 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Chineham, Basingstoke RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Reading, RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Shopping Centre, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Riverside Road, Reading, RG1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Botley Road, Oxford, OX2 0PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Dunbeath Road, Swindon, SN2 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Horspath Industrial Estate, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
RG1 8AL														
Waitrose, Botley Road, Oxford, OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading, RG4 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading, RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere, GU27 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Reading Road, Winnersh, Wokingham, RG41 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Bletchley, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe, HP11 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	388	18	25	26	15	41	50	34	61	8	33	28	20	29
Sample:	354	26	33	23	19	35	38	26	29	24	31	22	20	28

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																	
Q25 Where did you last buy chemist goods, including health and beauty products?																															
<i>Excl. Nulls & SFT</i>																															
Zone 1																															
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	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	0.0%	0			
B&Q, Nuffield Way, Abingdon OX14 1RL	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	0.0%	0			
Fairacres Retail Park, Abingdon, OX14 1TR	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	0.0%	0			
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0			
Lidl, Marcham Road, Abingdon, OX14 1TP	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	0.0%	0			
Screwfix, Eyston Way, Abingdon, OX14 1TR	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	0.0%	0			
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	3.7%	42	20.6%	12	18.6%	13	22.3%	17	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0			
Toolstation, Nuffield Way, Abingdon, OX14 1RL	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	0.0%	0			
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	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	0.0%	0			
Zone 2																															
Abingdon Town Centre	9.1%	103	67.8%	38	55.7%	38	27.4%	21	0.0%	0	2.3%	2	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Drayton	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	0.0%	0			
Grove Village Centre	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	0	8.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sutton Courtenay	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	0.0%	0			
Waitrose, Abbey Close, Abingdon, OX14 3HL	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	0.0%	0			
Zone 3																															
Cumnor Village Centre	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	0.0%	0			
Dry Sandford Village Centre	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	0.0%	0			
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	13	0.0%	0			
Kennington	0.0%	0	0.0%	0	0.0%	0	0.6%	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			
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	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	0.0%	0			
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	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	0.0%	0			
Wootton	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	0.0%	0			
Zone 4																															

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre Hatford Village	2.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0
Stanford in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0QN	4.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	5.5%	62	0.0%	0	0.0%	0	0.0%	0	6.9%	6	54.0%	57	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.8%	1
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Didcot Town Centre	8.0%	90	0.0%	0	10.8%	7	1.9%	1	0.0%	0	10.1%	11	63.9%	57

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
East Hagourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	2.2%	24	0.0%	0	0.0%	0	0.0%	0	4.4%	5	15.4%	14	6.4%	6
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.8%	1	11.0%	10	5.3%	5
The Orchard Centre, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Benson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightwell Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cholsey Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Goring Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 OPT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	5.1%	57	0.0%	0	1.0%	1	0.0%	0	0.0%	0	47.1%	44	0.0%	0
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading, RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Wargrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Park, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	17.3%	5
Trio Flooring, Westfield Farm Medmenham Nr, Marlow,SL7 2HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.8%	9	0.0%	0	0.0%	0	0.0%	0	10.8%	9	0.0%	0	0.0%	0
Hughenden Manor, Hughenden, HP14 4LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwick Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Asda, London Road, Wheatley, Oxford OX33 1YZ	0.7%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.4%	0
Berinsfield Village	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	0.0%	0
Chalgrove	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	0.0%	0
Dorchester Village Centre	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	0.0%	0
Garsington Village	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	0.0%	0
Headington Local Centre	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	0.0%	0
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	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	0.0%	0
Notcutts Garden Centre, Oxford, OX44 9PY	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	0.0%	0
Stadhampton Village Centre	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	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9HP	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	0.0%	0
Waterperry	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	0.0%	0
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	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	0.0%	0
Wheatley Village Centre Zone 13	0.4%	5	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	6.1%	5	0.0%	0
Cuddington Village	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	0.0%	0
Haddenham	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	0.0%	0
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	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	0.0%	0
Long Crendon	0.0%	0	0.0%	0	0.0%	0	0.6%	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
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	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	0.0%	0
Sainsbury's, High Street, Thame OX9 2BU	0.8%	9	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	0.5%	0	0.0%	0	0.0%	0	7.7%	9
Screwfix, Jefferson Way, Thame, OX9 3SZ	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	0.0%	0
Thame	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	0.0%	0
Waddesdon Village	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	0.0%	0
Waitrose, Greyhound Lane, Thame, OX9 3ZD	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	0.0%	0
Outside Catchment Area																												
Aldi, Baker Street, High Wycombe, HP11 2RX	0.5%	5	0.0%	0	0.0%	0	0.6%	0	3.2%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Banbury Road, Chipping Norton, OX7 5ET	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	0.0%	0
Aldi, Basingsstoke Road, Reading RG2 0NT	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.4%
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon SN5 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andertons Music, Woodbridge Road, Guildford, GU1 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
RG6 5TT														
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.0%
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wave Approach, Selsey, Chichester, PO20 0FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.6%	5	10.3%
B&Q, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, High Wycombe, HP11 1EZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
B&Q, London Road, Newbury, RG14 2BP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0.9%
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Bicester Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	12.5%	12
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Botley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.3%	4	0.5%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Bourne End	1.4%	16	0.0%	0	2.4%	2	4.4%	3	0.0%	0	0.0%	0	2.6%	2
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham, RG40 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford Garden Centre, Shilton Road, Burford, OX18 4PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cairngorm Gate Retail Park, Milton Keynes, MK6 1AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, London Road,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0

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Newbury, RG14 2BP														
Carpetright, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets 4 Less, Horspath Industrial Estate, Peterley Road, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Bridge Garden Centre, Richfield Avenue, Reading, RG1 8EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
DFS, Lockheed Closse, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, London Road, High Wycombe, HP11 1LH	0.6%	6	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	3.5%	3
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde Road, Swindon, SN2 7SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Woodmansterne Lane, Wallington, SM6 0SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Dunelm, Pincents Hill House, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham	1.4%	16	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Flooring Superstore, Western Road, Bracknell, RG12 1FJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5
Flooring Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Gatwick Airport, London	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	13
Great Missenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.9%	2	6.7%	7	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Gunwharf Keys, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fleming Way, Swindon, SN1 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Court, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	17
Hempton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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High Wycombe Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	1.6%	18	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	5.1%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	0.3%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
IKEA, Drury Way, North Circular Road, London, NW10 0TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0

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John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.4%	5	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Estate, Stockbridge, SO20 6EH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worthing Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Long Hanborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater Retail Park, High Wycombe, HP10 9QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.4%	5	0.0%	0	0.0%	0	0.6%	0	2.9%	2	0.0%	0	0.0%	0
Madejski Stadium, Reading	2.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	5.8%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Royal Wootton Bassett, Swindon, SN4 4HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
OX2 0FE														
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Ave., Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.3%	2	0.0%	0
Nottcutts, Clay Lane, Booker, Marlow, SL7 3DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.4%	0
Oxford City Centre	2.7%	30	5.4%	3	0.0%	0	15.4%	12	4.7%	4	1.9%	2	0.0%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peters Field Nursery, Forest Green Road, Fifield, Maidenhead ,SL6 2NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	3.1%	35	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	6.3%	6
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, Broad Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading RG1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.8%	9	1.0%	1	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	9

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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8AG														
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.2%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cressex Business Park, The Merlin Centre, Lancaster Road, High Wycombe, HP12 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Reform Road, Maidenhead, SL6 8BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thames Ind Estate, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SCS, Slough Retail Park, Twinges Lane, Slough, SL1 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf, Redhill Road, Cobham, KT11 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Forbury Retail Park, Reading, RG1 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Road, Swindon, SN5 8WF														
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Retail Park, Bridge Road, Cirencester, GL7 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Srewfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.4%	0	0.0%	0	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Retail Park, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Church Street, Caversham, Reading, RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading, RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, Napier Road, Reading RG1 8DF	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.8%	2	3.4%	6	0.0%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Superstore, District Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Chineham, Basingstoke RG24 8BE														
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.8%	8	0.0%	0	2.4%	2	1.4%	1	0.0%	0	0.0%	0	5.6%	4
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Reading, RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Shopping Centre, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Riverside Road, Reading, RG1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Botley Road, Oxford, OX2 0PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Dunbeath Road, Swindon, SN2 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Horspath Industrial Estate, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
RG1 8AL														
Waitrose, Botley Road, Oxford, OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading, RG4 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading, RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere, GU27 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Reading Road, Winnersh, Wokingham, RG41 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Bletchley, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe, HP11 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1125	56	68	75	82	105	89	94	167	30	75	94	74	116
Sample:	1170	89	86	80	88	105	83	97	97	85	82	91	78	109

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q26 Where did you last buy electrical items, such as televisions, washing machines and computers?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nuffield Way, Abingdon OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.2%	6	4.9%	1	0.0%	0	3.7%	2	0.0%	0	0.6%	0	1.2%	1
Toolstation, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Abingdon Town Centre	2.1%	11	3.7%	1	7.0%	2	7.0%	3	3.0%	1	0.0%	0	0.0%	0
Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Courtenay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Cumnor Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Kennington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatford Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0QN	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	5.1%	27	0.0%	0	5.8%	2	1.2%	0	7.1%	2	33.2%	18	6.9%	3
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	8.7%	46	12.1%	3	17.7%	6	0.0%	0	0.0%	0	13.7%	8	42.5%	21

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East Hagourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	1.0%	5	5.9%	1	5.9%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
The Orchard Centre, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Benson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightwell Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.8%	2	0.0%	0
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading, RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Wargrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Park, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trio Flooring, Westfield Farm Medmenham Nr, Marlow,SL7 2HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughenden Manor, Hughenden, HP14 4LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwick Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Asda, London Road, Wheatley, Oxford OX33 1YZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berinsfield Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garsington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Oxford, OX44 9PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13														
Cuddington Village	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Crendon	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Thame OX9 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Jefferson Way, Thame, OX9 3SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waddesdon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greyhound Lane, Thame, OX9 3ZD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingsstoke Road, Reading RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon SN5 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andertons Music, Woodbridge Road, Guildford, GU1 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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RG6 5TT														
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wave Approach, Selsey, Chichester, PO20 0FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	4.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4
Aylesbury Town Centre B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
B&Q, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, High Wycombe, HP11 1EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Newbury, RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Local Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	12.9%	68	40.7%	9	30.0%	10	49.6%	20	11.8%	4	10.8%	6	0.0%	0
Bourne End	0.4%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.8%	0	0.0%	0
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Bridge Retail Park, Wokingham, RG40 2NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford Garden Centre, Shilton Road, Burford, OX18 4PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cairngorm Gate Retail Park, Milton Keynes, MK6 1AZ	1.0%	5	12.3%	3	1.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, London Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Newbury, RG14 2BP														
Carpetright, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets 4 Less, Horspath Industrial Estate, Peterley Road, Oxford, OX4 2TZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Bridge Garden Centre, Richfield Avenue, Reading, RG1 8EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Lockheed Closse, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, London Road, High Wycombe, HP11 1LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde Road, Swindon, SN2 7SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Woodmansterne Lane, Wallington, SM6 0SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Dunelm, Pincents Hill House, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Superstore, Western Road, Bracknell, RG12 1FJ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Flooring Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport, London	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Great Missenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	4.2%	22	0.0%	0	0.0%	0	0.0%	0	60.5%	21	1.5%	1	0.0%	0
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Keys, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fleming Way, Swindon, SN1 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Court, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Hemel Hempstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
High Wycombe Town Centre	12.2%	64	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	1	17.5%	12	11.9%	2	18.1%	6	65.9%	30	4.9%	2	21.4%	11
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	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	0.0%	0
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	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	0.0%	0
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	0.1%	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	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	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	0.0%	0
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	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	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.1%	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	1.1%	0	0.0%	0	0.0%	0
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	1.2%	6	1.2%	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	6.5%	3	0.0%	0	5.6%	3
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	8.2%	43	10.8%	2	14.2%	5	3.6%	1	0.0%	0	8.4%	5	35.7%	18	16.8%	7	0.0%	0	0.0%	0	6.5%	2	0.0%	0	7.9%	2	0.0%	0
IKEA, Drury Way, North Circular Road, London, NW10 0TH	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	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	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	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	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	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	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	0.0%	0

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John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Estate, Stockbridge, SO20 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Lidl, Worthing Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater Retail Park, High Wycombe, HP10 9QR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Ambassador Avenue, Oxford, OX4 6XJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madejski Stadium, Reading	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Royal Wootton Bassett, Swindon, SN4 4HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
OX2 0FE																												
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Station Way W, Aylesbury HP20 2HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Thames Ave., Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Newbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Nottcutts, Clay Lane, Booker, Marlow, SL7 3DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Oxford City Centre	4.9%	26	8.5%	2	16.5%	5	13.8%	6	5.8%	2	2.4%	1	1.3%	1	8.2%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	2	6.9%	2	1.9%	1
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	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	0.0%	0
Peters Field Nursery, Forest Green Road, Fifield, Maidenhead ,SL6 2NR	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	4.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	14.0%	9
Reading Town Centre	9.7%	51	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	6.2%	3
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broad Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading RG1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.7%	4	0.0%	0	1.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
8AG														
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cressex Business Park, The Merlin Centre, Lancaster Road, High Wycombe, HP12 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Reform Road, Maidenhead, SL6 8BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thames Ind Estate, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SCS, Slough Retail Park, Twinges Lane, Slough, SL1 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf, Redhill Road, Cobham, KT11 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sofology, Forbury Retail Park, Reading, RG1 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Road, Swindon, SN5 8WF														
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Retail Park, Bridge Road, Cirencester, GL7 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Srewfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Retail Park, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Esso Express, Church Street, Caversham, Reading, RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading, RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Tesco Extra, Napier Road, Reading RG1 8DF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Chineham, Basingstoke RG24 8BE														
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Reading, RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.3%
The Meadows Shopping Centre, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Riverside Road, Reading, RG1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Botley Road, Oxford, OX2 0PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Dunbeath Road, Swindon, SN2 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Horspath Industrial Estate, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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RG1 8AL														
Waitrose, Botley Road, Oxford, OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading, RG4 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading, RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere, GU27 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Reading Road, Winnersh, Wokingham, RG41 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Bletchley, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe, HP11 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	524	21	33	41	35	55	50	44	66	13	35	46	32	53
Sample:	616	40	42	47	42	63	45	46	52	48	42	53	39	57

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																	
Q27 Where did you last buy DIY or gardening goods?																															
<i>Excl. Nulls & SFT</i>																															
Zone 1																															
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	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	0.0%	0			
B&Q, Nuffield Way, Abingdon OX14 1RL	10.5%	97	50.7%	20	43.3%	23	20.5%	14	0.0%	0	14.3%	13	17.3%	13	10.2%	9	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.8%	4	0.0%	0			
Fairacres Retail Park, Abingdon, OX14 1TR	0.2%	2	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	4.0%	2	0.0%	0	0.0%	0			
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	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	0.0%	0			
Lidl, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	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			
Screwfix, Eyston Way, Abingdon, OX14 1TR	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	0.0%	0			
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.1%	1	1.3%	1	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	1.0%	1	0.0%	0	0.0%	0			
Toolstation, Nuffield Way, Abingdon, OX14 1RL	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	0.0%	0			
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	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	0.0%	0			
Zone 2																															
Abingdon Town Centre	2.8%	26	10.6%	4	14.6%	8	12.4%	8	0.0%	0	1.4%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0			
Drayton	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	0.0%	0			
Grove Village Centre	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	0.0%	0			
Sutton Courtenay	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	0.0%	0			
Waitrose, Abbey Close, Abingdon, OX14 3HL	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	0.0%	0			
Zone 3																															
Cumnor Village Centre	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	0.0%	0			
Dry Sandford Village Centre	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	0.0%	0			
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Kennington	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	0.0%	0			
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	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	0.0%	0			
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	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	0.0%	0			
Wootton	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	0.0%	0			
Zone 4																															

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.6%	5	3.3%	1	0.0%	0	4.3%	3	0.0%	0	1.0%	1	0.4%	0
Faringdon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Hatford Village	1.2%	11	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.2%	3	7.3%	5
Highworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0QN	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	3
Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	2.3%	21	0.0%	0	0.0%	0	0.7%	0	2.2%	1	21.5%	19	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Didcot Town Centre	4.1%	38	0.6%	0	1.9%	1	0.0%	0	0.0%	0	2.6%	2	28.0%	21

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East Hagourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	1.8%	16	0.6%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	13.8%	10
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Orchard Centre, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Benson	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightwell Village	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring Village	2.6%	24	0.0%	0	1.2%	1	0.0%	0	0.0%	0	4.5%	3	21.4%	19
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Lidl, Lupton Road, Wallingford, OX10 9BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.6%	1	0.0%	0
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 OPT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	2.3%	21	0.0%	0	0.0%	0	0.0%	0	1.3%	1	20.5%	18	0.0%	0
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hare Hatch Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading, RG10 9QA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Wargrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Park, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Henley-on-Thames	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	3.6%	3
Trio Flooring, Westfield Farm Medmenham Nr, Marlow,SL7 2HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughenden Manor, Hughenden, HP14 4LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Longwick Village	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Asda, London Road, Wheatley, Oxford OX33 1YZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Berinsfield Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalgrove	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	0	0.0%	0
Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garsington Village	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	8	0.0%	0
Headington Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Oxford, OX44 9PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Village Centre Zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuddington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	1.9%	18	0.0%	0	0.0%	0	3.5%	2	17.6%	12	3.3%	3	0.0%	0	0.0%	0
Long Crendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's, High Street, Thame OX9 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Jefferson Way, Thame, OX9 3SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waddesdon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greyhound Lane, Thame, OX9 3ZD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																
Aldi, Baker Street, High Wycombe, HP11 2RX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingsstoke Road, Reading RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon SN5 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andertons Music, Woodbridge Road, Guildford, GU1 4RF	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.7%	6	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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RG6 5TT																												
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	1.5%	14	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	11.1%	9
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	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	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	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	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	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	0.0%	0
Asda, Wave Approach, Selsey, Chichester, PO20 0FR	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	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	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.9%	8	0.6%	0	0.0%	0	0.7%	0	9.9%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	1.4%	12	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	15.3%	10	0.0%	0	3.1%	2
Aylesbury Town Centre B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	1.6%	14	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	4.4%	3	0.0%	0	14.5%	11
B&Q, Great Western Way, Swindon SN2 2DJ	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	0.0%	0
B&Q, London Road, High Wycombe, HP11 1EZ	0.9%	8	0.0%	0	0.0%	0	0.0%	0	11.7%	8	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
B&Q, London Road, Newbury, RG14 2BP	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	0.0%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.1%	1	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	1.0%	1	0.0%	0
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.2%	2	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	1.9%	2
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	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	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.1%	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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	5.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Bicester Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Birmingham	2.4%	22	1.3%	1	0.0%	0	0.0%	0	8.2%	6	16.7%	15	0.0%	0
Blackbird Leys Local Centre	1.0%	9	1.3%	1	4.3%	2	0.7%	0	0.0%	0	3.6%	3	3.0%	2
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Botley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	2.4%	22	0.0%	0	0.0%	0	18.4%	13	1.5%	1	2.3%	2	0.0%	0
Bourne End	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham, RG40 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	10	0.0%	0
Brighton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford Garden Centre, Shilton Road, Burford, OX18 4PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cairngorm Gate Retail Park, Milton Keynes, MK6 1AZ	4.1%	38	21.2%	9	15.5%	8	3.6%	2	4.9%	3	2.8%	3	10.5%	8
Camberley	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, London Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

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Newbury, RG14 2BP														
Carpetright, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets 4 Less, Horspath Industrial Estate, Peterley Road, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7
Caversham Bridge Garden Centre, Richfield Avenue, Reading, RG1 8EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	2.7%	4
Cirencester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	1.0%	9	0.6%	0	1.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Bicester, OX25 2NY	5.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	45
Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Lockheed Closse, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, London Road, High Wycombe, HP11 1LH	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde Road, Swindon, SN2 7SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Woodmansterne Lane, Wallington, SM6 0SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Dunelm, Pincents Hill House, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Superstore, Western Road, Bracknell, RG12 1FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	2.4%	22	0.6%	0	5.8%	3	0.7%	0	0.0%	0	0.0%	0	2.1%	2
Folkestone	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport, London	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Keys, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fleming Way, Swindon, SN1 2NN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.3%	1
Hampton Court, Richmond	0.8%	7	0.6%	0	0.6%	0	2.2%	2	0.0%	0	2.3%	2	0.0%	0
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Hastings	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Heathrow Airport, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Hempton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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High Wycombe Town Centre	1.0%	9	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	13.6%	9	0.0%	0	0.6%	0
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	0.1%	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	0.8%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	0.0%	0	0.0%	0	0.6%	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
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	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	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	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	0.0%	0
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	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	0.0%	0
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	1.2%	11	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	7.3%	5	1.0%	1	7.8%	6
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Drury Way, North Circular Road, London, NW10 0TH	0.1%	1	1.3%	1	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
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.5%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	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	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	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	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Estate, Stockbridge, SO20 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worting Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	1.0%	9	2.0%	1	1.9%	1	3.0%	2	2.3%	2	2.9%	3	0.0%	0
Long Hanborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater Retail Park, High Wycombe, HP10 9QR	0.9%	8	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.6%	1
M&S Simply Food, Ambassador Avenue, Oxford, OX4 6XJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madejski Stadium, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	2.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.3%	3	0.0%	0	0.6%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Royal Wootton Bassett, Swindon, SN4 4HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
OX2 0FE														
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Ave., Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nottcutts, Clay Lane, Booker, Marlow, SL7 3DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.2%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peters Field Nursery, Forest Green Road, Fifield, Maidenhead ,SL6 2NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	4.6%	42	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	8.1%	7	8.3%	12	10.7%	2	27.9%	20	0.0%	0	0.0%	0	0.0%	0		
Reading Town Centre	1.6%	15	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.6%	1	1.7%	3	10.3%	2	9.6%	7	0.0%	0	1.0%	1	0.0%	0
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	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	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	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	0.0%	0
Sainsbury's, Broad Street, Reading RG1 2BH	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	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	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	0.0%	0
Sainsbury's, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	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	0.0%	0
Sainsbury's, Friar Street, Reading RG1 1DX	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	0.0%	0
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	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	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	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	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.1%	0	0.0%	0	0.0%	0	0.7%	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
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	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	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	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	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	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	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	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	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	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	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
8AG														
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cressex Business Park, The Merlin Centre, Lancaster Road, High Wycombe, HP12 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Reform Road, Maidenhead, SL6 8BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thames Ind Estate, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SCS, Slough Retail Park, Twinges Lane, Slough, SL1 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	2.6%	24	0.0%	0	4.4%	2	20.8%	14	1.5%	1	2.2%	2	0.0%	0
Silvermere Golf, Redhill Road, Cobham, KT11 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Forbury Retail Park, Reading, RG1 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Retail Park, Bridge Road, Cirencester, GL7 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Srewfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Retail Park, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Esso Express, Church Street, Caversham, Reading, RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading, RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading RG1 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Chineham, Basingstoke RG24 8BE														
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Reading, RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Shopping Centre, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Riverside Road, Reading, RG1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Botley Road, Oxford, OX2 0PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Dunbeath Road, Swindon, SN2 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Horspath Industrial Estate, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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RG1 8AL														
Waitrose, Botley Road, Oxford, OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading, RG4 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading, RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere, GU27 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Reading Road, Winnersh, Wokingham, RG41 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Bletchley, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe, HP11 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	921	40	53	68	68	91	76	88	149	21	72	66	52	78
Sample:	944	71	74	69	74	83	69	76	87	62	70	65	60	84

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q28 Where did you last buy furniture, carpets or floor coverings?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Nuffield Way, Abingdon OX14 1RL	0.5%	3	0.0%	0	4.8%	2	1.1%	0	0.0%	0	0.7%	0	0.0%	0
Fairacres Retail Park, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Abingdon Town Centre	7.6%	39	12.9%	3	30.8%	12	9.4%	4	0.0%	0	23.7%	14	7.1%	3
Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sutton Courtenay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Kennington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														

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Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	13.6%	2	0.0%	0	0.0%	0
Hatford Village Highworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0QN	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	17.4%	2
Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	2.3%	12	0.0%	0	5.3%	2	0.0%	0	0.0%	0	3.4%	2	14.6%	7

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East Hagourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	3.0%	15	1.1%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	8	12.1%	5
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Orchard Centre, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Benson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightwell Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Lupton Road, Wallingford, OX10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	0	16.1%	7	0.0%	0
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading, RG10 9QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Wargrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Park, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trio Flooring, Westfield Farm Medmenham Nr, Marlow, SL7 2HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughenden Manor, Hughenden, HP14 4LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwick Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Asda, London Road, Wheatley, Oxford OX33 1YZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berinsfield Village	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garsington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Centre, Oxford, OX44 9PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13														
Cuddington Village	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Crendon	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Thame OX9 2BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Jefferson Way, Thame, OX9 3SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waddesdon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greyhound Lane, Thame, OX9 3ZD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingsstoke Road, Reading RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon SN5 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andertons Music, Woodbridge Road, Guildford, GU1 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1 6.5%
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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RG6 5TT														
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wave Approach, Selsey, Chichester, PO20 0FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Aylesbury Town Centre B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
B&Q, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, High Wycombe, HP11 1EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Newbury, RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	4.5%	0

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Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	1.4%	7	0.0%	0	0.0%	0	0.0%	0	13.5%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	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	0.0%	0
Basingstoke Town Centre	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	0.0%	0
Bath	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	0.0%	0
Beaconsfield	0.5%	3	0.0%	0	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	3.8%	1	0.0%	0
Bicester Town Centre	0.1%	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	1.2%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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	0.0%	0
Birmingham	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	0.0%	0
Blackbird Leys Local Centre	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	0.0%	0
Blackpool	0.6%	3	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	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	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	0.0%	0
Botley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	7.2%	37	19.0%	4	16.7%	6	23.0%	11	19.3%	4	11.3%	7	5.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	2	1.2%	0
Bourne End	0.7%	3	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Bournemouth	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	0.0%	0
Bracknell	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	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
Bridge Retail Park, Wokingham, RG40 2NU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	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	0.0%	0
Brighton	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	0.0%	0
Bristol	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	0.8%	4	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	1.4%	0	0.0%	0	0.0%	0	9.2%	4
Burford Garden Centre, Shilton Road, Burford, OX18 4PA	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	0.0%	0
Cairngorm Gate Retail Park, Milton Keynes, MK6 1AZ	12.0%	61	55.6%	13	27.3%	11	29.6%	14	2.7%	0	18.0%	11	13.4%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	0	22.8%	6	0.0%	0	0.0%	0
Camberley	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	0.0%	0
Carpetright, London Road,	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Newbury, RG14 2BP														
Carpetright, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets 4 Less, Horspath Industrial Estate, Peterley Road, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Caversham Bridge Garden Centre, Richfield Avenue, Reading, RG1 8EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Cowley	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	4
Cowley Retail Park, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Dartmouth	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Lockheed Closse, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, London Road, High Wycombe, HP11 1LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde Road, Swindon, SN2 7SE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Woodmansterne Lane, Wallington, SM6 0SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Dunelm, Pincents Hill House, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Superstore, Western Road, Bracknell, RG12 1FJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Flooring Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	3.4%	17	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport, London	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Great Missenden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Keys, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fleming Way, Swindon, SN1 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Court, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Hemel Hempstead	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Hempton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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High Wycombe Town Centre	7.7%	39	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	12	6.4%	1	11.3%	4	46.0%	17	1.9%	1	11.9%	5
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	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	0.0%	0
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	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	0.0%	0
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	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	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	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	0.0%	0
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	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	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	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	0.0%	0
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	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	0.0%	0
IKEA, Drury Way, North Circular Road, London, NW10 0TH	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	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.1%	0	0.0%	0	0.0%	0	1.1%	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
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	4.9%	25	0.0%	0	6.6%	3	7.4%	3	0.0%	0	10.3%	6	7.6%	4	12.0%	5	1.9%	2	2.1%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
John Lewis, Broad Street, Reading, RG1 2BB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Estate, Stockbridge, SO20 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street , Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worting Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Long Hanborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater Retail Park, High Wycombe, HP10 9QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Madejski Stadium, Reading	0.7%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.9%	2
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	4.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	21	0.0%	0
Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Royal Wootton Bassett, Swindon, SN4 4HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
OX2 0FE														
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Ave., Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0	1.2%	1
Nottcutts, Clay Lane, Booker, Marlow, SL7 3DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	4.1%	21	3.5%	1	8.4%	3	2.1%	1	0.0%	0	5.5%	3	13.1%	6
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peters Field Nursery, Forest Green Road, Fifield, Maidenhead ,SL6 2NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	3.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	7.0%	3	5.0%	2	3.0%	3	23.1%	2	13.8%	5	0.0%	0	5.9%	2	0.0%	0
Reading Town Centre	8.1%	41	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	25.3%	11	10.4%	9	6.4%	1	43.1%	14	0.0%	0	14.8%	4	0.0%	0
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	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	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	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	0.0%	0
Sainsbury's, Broad Street, Reading RG1 2BH	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	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	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	0.0%	0
Sainsbury's, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	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	0.0%	0
Sainsbury's, Friar Street, Reading RG1 1DX	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	0.0%	0
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	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	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	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	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	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	0.0%	0
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	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	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	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	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	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	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	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	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	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	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6	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	0.0%	0

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8AG														
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cressex Business Park, The Merlin Centre, Lancaster Road, High Wycombe, HP12 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Reform Road, Maidenhead, SL6 8BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thames Ind Estate, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SCS, Slough Retail Park, Twinches Lane, Slough, SL1 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf, Redhill Road, Cobham, KT11 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Sofology, Forbury Retail Park, Reading, RG1 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Retail Park, Bridge Road, Cirencester, GL7 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Srewfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.5%	8	0.0%	0	0.0%	0	5.2%	2	17.0%	3	3.5%	2	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Retail Park, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Church Street, Caversham, Reading, RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading, RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading RG1 8DF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Chineham, Basingstoke RG24 8BE														
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Reading, RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.6%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Shopping Centre, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Riverside Road, Reading, RG1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Botley Road, Oxford, OX2 0PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Dunbeath Road, Swindon, SN2 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Horspath Industrial Estate, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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RG1 8AL														
Waitrose, Botley Road, Oxford, OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading, RG4 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading, RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere, GU27 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

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Reading Road, Winnersh, Wokingham, RG41 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Bletchley, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe, HP11 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	510	23	39	46	18	60	47	44	85	10	33	37	27	41
Sample:	498	40	48	45	21	50	40	36	48	29	36	41	28	36

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Meanscore: [Strongly agree = 5, Strongly disagree = 1]																												
Q28B And how much do you agree or disagree with the statement 'I'm visiting physical shops less frequently and buying more things via the internet following Covid-19' [PR]																												
Strongly agree	18.3%	257	14.0%	9	27.1%	21	11.7%	12	16.3%	16	16.9%	22	20.8%	22	23.2%	30	20.7%	44	34.1%	13	14.7%	14	21.8%	30	10.5%	10	11.8%	15
Agree	28.3%	397	29.1%	18	29.7%	23	31.3%	31	25.1%	24	30.6%	39	31.0%	33	28.0%	36	24.3%	52	21.3%	8	42.6%	40	25.2%	34	28.6%	27	24.0%	31
Neither agree nor disagree	18.3%	256	17.5%	11	12.1%	9	24.3%	24	14.2%	14	24.9%	32	18.1%	19	15.3%	20	14.0%	30	4.0%	1	17.7%	17	24.7%	34	25.7%	24	16.5%	21
Disagree	22.8%	321	20.8%	13	17.1%	13	17.5%	18	27.7%	27	21.4%	27	20.4%	22	23.9%	31	26.2%	56	15.4%	6	14.1%	13	20.4%	28	26.7%	25	32.8%	43
Strongly disagree	11.5%	162	16.7%	11	10.6%	8	15.3%	15	16.7%	16	3.7%	5	9.7%	10	8.8%	11	14.8%	32	25.2%	9	9.9%	9	7.6%	10	7.9%	7	13.5%	18
(Don't know)	0.9%	12	1.9%	1	3.3%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.4%	0	0.6%	1	1.5%	2
Mean:		3.19		3.03		3.47		3.07		2.97		3.37		3.33		3.33		3.10		3.24		3.39		3.33		3.07		2.88
Weighted base:		1405		63		78		101		96		128		107		128		214		37		94		137		93		130
Sample:		1405		102		100		101		100		120		100		121		121		100		100		120		100		120
Q29 Have you visited any of the following centres in the last 6 months? [MR/PR]																												
Didcot Town Centre	33.1%	466	67.8%	43	61.8%	48	23.6%	24	10.6%	10	71.9%	92	93.7%	101	67.4%	86	0.0%	0	5.9%	2	10.4%	10	6.0%	8	35.6%	33	6.7%	9
Henley-on-Thames Town Centre	29.5%	415	9.0%	6	11.0%	9	4.8%	5	5.7%	5	8.6%	11	18.3%	20	41.4%	53	63.5%	136	97.0%	36	76.7%	72	20.8%	28	8.9%	8	20.4%	26
Abingdon Town Centre	31.8%	447	92.6%	59	96.3%	75	79.6%	80	14.6%	14	47.1%	60	54.2%	58	27.1%	35	2.7%	6	7.7%	3	6.6%	6	3.9%	5	34.0%	31	11.2%	14
Wallingford Town Centre	23.6%	331	18.8%	12	15.8%	12	2.9%	3	5.7%	5	18.5%	24	32.0%	34	91.3%	117	5.7%	12	37.0%	14	31.8%	30	9.7%	13	46.7%	43	8.6%	11
Thame Town Centre	20.5%	288	0.8%	1	5.9%	5	5.7%	6	1.6%	2	5.2%	7	5.6%	6	3.7%	5	3.1%	7	9.9%	4	6.8%	6	76.3%	104	34.6%	32	80.6%	105
Wantage Town Centre	18.9%	266	27.3%	17	17.6%	14	22.1%	22	50.7%	49	85.8%	110	28.6%	31	7.8%	10	0.0%	0	4.7%	2	0.0%	0	0.4%	0	6.7%	6	3.9%	5
Faringdon Town Centre	10.7%	150	6.0%	4	5.6%	4	18.7%	19	86.7%	83	24.7%	32	1.4%	2	0.4%	1	0.0%	0	0.6%	0	0.5%	0	0.0%	0	3.3%	3	2.5%	3
Botley local centre	12.7%	178	24.0%	15	25.5%	20	58.9%	59	8.9%	9	18.0%	23	10.3%	11	2.6%	3	0.8%	2	0.0%	0	0.5%	0	0.0%	0	30.6%	28	5.7%	7
Millbrook Square, Grove local centre (inc. Tesco Express)	6.9%	97	5.9%	4	0.4%	0	9.7%	10	8.6%	8	55.9%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.1%	3
Savile Way, Grovelands local centre (inc. Co-op)	4.2%	58	0.0%	0	0.4%	0	2.9%	3	2.7%	3	38.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
(Don't visit any of these centres)	14.3%	201	2.1%	1	0.9%	1	3.4%	3	12.3%	12	6.0%	8	2.0%	2	4.6%	6	35.7%	76	3.0%	1	22.3%	21	18.4%	25	22.6%	21	18.3%	24
Weighted base:		1405		63		78		101		96		128		107		128		214		37		94		137		93		130
Sample:		1405		102		100		101		100		120		100		121		121		100		100		120		100		120

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Q30 Which of those centres have you visited the most in the last 6 month? [PR]																												
<i>Those who visit one of the centres at Q29</i>																												
Didcot Town Centre	15.8%	190	15.9%	10	20.1%	15	4.4%	4	0.0%	0	20.1%	24	85.3%	90	22.2%	27	0.0%	0	3.5%	1	2.0%	1	0.9%	1	22.2%	16	0.0%	0
Henley-on-Thames Town Centre	21.2%	255	2.0%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	6.1%	7	96.9%	133	95.2%	34	91.5%	67	7.3%	8	0.0%	0	2.6%	3
Abingdon Town Centre	16.6%	200	79.5%	49	68.6%	53	61.8%	60	1.8%	2	7.1%	9	8.0%	8	2.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	12.3%	9	4.0%	4
Wallingford Town Centre	10.1%	121	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	4	68.7%	84	0.6%	1	0.6%	0	6.5%	5	2.7%	3	31.0%	22	0.5%	0
Thame Town Centre	17.7%	213	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.6%	0	0.0%	0	86.2%	96	23.1%	17	92.9%	99
Wantage Town Centre	7.0%	84	1.2%	1	2.4%	2	2.5%	2	16.2%	14	50.6%	61	3.1%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Faringdon Town Centre	5.9%	71	0.9%	1	0.0%	0	4.0%	4	77.7%	65	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Botley local centre	3.1%	37	0.4%	0	6.2%	5	23.7%	23	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	9.9%	7	0.0%	0
Millbrook Square, Grove local centre (inc. Tesco Express)	1.7%	21	0.0%	0	0.0%	0	3.5%	3	1.8%	2	13.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savile Way, Grovelands local centre (inc. Co-op)	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1204		62		77		97		84		120		105		122		137		36		73		112		72		106
Sample:		1210		98		98		98		86		114		98		110		71		95		77		93		74		98

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q31 What do you like about (CENTRE MENTIONED AT Q30)? [MR]																												
<i>Those who visit one of the centres at Q29</i>																												
Close to home	37.9%	457	35.6%	22	34.4%	27	40.4%	39	46.7%	39	54.8%	66	53.0%	56	29.7%	36	26.2%	36	33.3%	12	39.2%	29	34.1%	38	20.2%	14	39.8%	42
Attractive environment / nice place / the river	19.7%	237	7.8%	5	13.2%	10	13.8%	13	3.1%	3	3.9%	5	8.0%	8	21.7%	26	39.9%	55	40.7%	15	32.4%	24	29.2%	33	17.9%	13	25.9%	28
Good cafés / restaurants / take-aways	9.9%	119	13.2%	8	3.3%	3	18.1%	18	9.4%	8	3.3%	4	11.0%	12	8.5%	10	18.6%	26	8.2%	3	15.7%	11	7.9%	9	7.0%	5	2.8%	3
You can get everything you need there	8.2%	99	0.8%	1	6.7%	5	1.6%	2	9.2%	8	13.5%	16	14.3%	15	7.3%	9	7.6%	10	7.5%	3	7.0%	5	9.0%	10	10.1%	7	7.5%	8
Nice atmosphere / friendly people	7.6%	92	4.8%	3	5.4%	4	0.5%	0	1.3%	1	5.2%	6	6.3%	7	7.0%	9	8.8%	12	14.3%	5	6.9%	5	13.8%	15	4.2%	3	19.7%	21
Shops - good range of non-food shops generally	7.4%	89	9.5%	6	6.4%	5	7.0%	7	2.4%	2	6.5%	8	4.8%	5	12.8%	16	4.3%	6	5.0%	2	3.2%	2	4.4%	5	23.2%	17	8.4%	9
Shops - good range of independent shops	7.3%	88	4.4%	3	4.8%	4	3.9%	4	5.8%	5	1.1%	1	0.3%	0	11.4%	14	14.7%	20	1.9%	1	12.8%	9	14.1%	16	0.7%	1	10.7%	11
Parking - it's easy to find a space	6.3%	76	7.5%	5	4.4%	3	2.5%	2	8.0%	7	3.6%	4	3.1%	3	8.6%	10	7.2%	10	1.2%	0	12.0%	9	5.8%	6	11.5%	8	6.4%	7
Familiar / know where everything is	5.4%	65	6.9%	4	5.8%	4	6.5%	6	3.7%	3	4.2%	5	7.5%	8	5.2%	6	0.6%	1	13.1%	5	5.9%	4	3.0%	3	4.2%	3	10.3%	11
Parking - it's free	4.3%	52	0.4%	0	5.6%	4	11.2%	11	0.6%	0	2.4%	3	2.3%	2	6.1%	7	0.6%	1	0.0%	0	4.7%	3	6.1%	7	10.6%	8	4.0%	4
Shops - good range of supermarkets	4.3%	52	5.0%	3	1.3%	1	11.8%	11	10.2%	9	4.3%	5	4.1%	4	6.1%	8	0.0%	0	3.7%	1	2.0%	1	1.3%	1	5.2%	4	2.3%	2
Shops - good range of quality shops	3.8%	46	0.0%	0	8.4%	6	3.5%	3	0.6%	0	6.6%	8	5.7%	6	4.7%	6	0.0%	0	0.6%	0	0.6%	0	3.9%	4	5.0%	4	7.0%	7
Close to work / en route to work	3.8%	45	4.0%	2	7.6%	6	3.5%	3	6.3%	5	6.1%	7	0.6%	1	0.0%	0	1.3%	2	0.0%	0	4.4%	3	2.5%	3	9.1%	7	5.7%	6
Easy to get to on foot	3.8%	45	10.9%	7	7.8%	6	2.9%	3	1.8%	2	2.1%	3	16.8%	18	3.1%	4	0.6%	1	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	3.2%	39	2.4%	1	8.1%	6	3.4%	3	0.6%	0	8.5%	10	3.8%	4	0.9%	1	0.0%	0	0.0%	0	5.7%	4	3.0%	3	4.9%	4	0.9%	1
Traditional / quaint	3.2%	38	2.4%	1	0.4%	0	1.6%	2	2.8%	2	1.4%	2	0.0%	0	0.9%	1	1.8%	3	1.8%	1	0.6%	0	9.2%	10	2.2%	2	13.3%	14
Shops - good range of 'high street' retailers	3.0%	36	7.1%	4	0.4%	0	2.4%	2	3.4%	3	5.4%	6	11.4%	12	0.4%	1	1.3%	2	1.3%	0	0.6%	0	0.4%	0	6.0%	4	0.0%	0
Good layout / shops close together	2.8%	33	0.0%	0	2.9%	2	1.0%	1	5.2%	4	2.0%	2	1.4%	2	4.1%	5	0.0%	0	1.8%	1	4.3%	3	3.5%	4	4.8%	3	5.4%	6
Good market	2.4%	29	0.9%	1	1.8%	1	0.0%	0	4.8%	4	2.8%	3	0.3%	0	3.4%	4	1.8%	3	0.0%	0	0.6%	0	5.3%	6	5.2%	4	2.8%	3
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.3%	28	0.8%	1	1.3%	1	2.9%	3	1.2%	1	2.4%	3	3.1%	3	3.9%	5	4.8%	7	2.9%	1	3.1%	2	1.4%	2	0.0%	0	0.0%	0
Compact shopping environment	2.0%	24	3.2%	2	0.4%	0	0.5%	0	0.0%	0	0.7%	1	2.4%	3	3.4%	4	4.2%	6	2.5%	1	0.0%	0	2.7%	3	0.7%	1	3.7%	4
Shops - good range of affordable shops	2.0%	24	2.4%	1	0.4%	0	4.9%	5	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.2%	2	0.0%	0	0.6%	0	4.7%	5	6.3%	5	2.6%	3
Quiet / not busy	1.8%	21	2.4%	1	2.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	10	1.8%	3	0.0%	0	0.6%	0	0.4%	0	0.0%	0	3.1%	3
Clean streets / well maintained	1.8%	21	0.0%	0	0.4%	0	5.3%	5	0.6%	0	0.7%	1	2.0%	2	0.0%	0	2.9%	4	0.0%	0	0.0%	0	2.1%	2	4.1%	3	2.6%	3
Shops - good range of	1.5%	19	0.4%	0	0.4%	0	0.0%	0	0.0%	0	2.2%	3	5.8%	6	0.4%	1	0.0%	0	0.0%	0	0.6%	0	3.6%	4	5.8%	4	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
clothing shops																												
Close to family / friends	1.3%	15	2.0%	1	0.9%	1	1.6%	2	2.5%	2	0.0%	0	2.1%	2	0.9%	1	0.6%	1	0.0%	0	0.6%	0	0.0%	0	4.2%	3	2.2%	2
Easy to get to by bus	1.1%	14	2.4%	1	0.4%	0	1.0%	1	1.2%	1	2.0%	2	0.0%	0	0.4%	1	0.6%	1	0.6%	0	0.6%	0	2.1%	2	3.6%	3	0.5%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	1.1%	13	4.0%	2	1.8%	1	2.0%	2	0.6%	0	0.4%	0	1.4%	2	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	0
Good pubs / bars	1.0%	12	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.5%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	2.6%	3
Close to other services / facilities	0.8%	10	0.0%	0	0.0%	0	5.0%	5	0.6%	0	1.5%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.4%	0	1.5%	1	0.0%	0
Good for financial services (e.g. banks / building societies)	0.8%	10	0.8%	1	1.3%	1	0.5%	0	0.6%	0	0.4%	0	1.4%	2	0.4%	1	0.0%	0	0.6%	0	1.3%	1	0.4%	0	0.0%	0	2.8%	3
Parking - it's cheap	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.0%	3	3.8%	3	1.0%	1		
Easy to get to by bicycle	0.6%	7	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Shops - good range of bakers / butchers / greengrocers	0.5%	6	0.9%	1	0.4%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.9%	1	0.7%	1	0.0%	0
Good for a day out	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.4%	1	1.3%	2	0.0%	0	3.1%	2	0.0%	0	0.7%	1	0.0%	0
Shops - good opening hours / open on Sundays	0.4%	5	2.4%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feel safe / friendly people	0.4%	5	0.0%	0	0.0%	0	0.5%	0	1.8%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Good disabled access	0.3%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Traffic free areas / pedestrianisation	0.3%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.7%	1	1.7%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General convenience (Nothing)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
(Don't know)	7.2%	86	17.4%	11	8.5%	7	9.5%	9	17.3%	14	2.5%	3	6.7%	7	4.3%	5	3.0%	4	17.8%	6	5.2%	4	5.2%	6	7.0%	5	4.6%	5
Weighted base:	1.9%	23	0.4%	0	3.3%	3	3.5%	3	2.4%	2	3.5%	4	1.5%	2	2.1%	3	3.1%	4	0.0%	0	0.0%	0	0.9%	1	1.5%	1	0.5%	0
Sample:	1204	62	77	97	84	120	105	122	137	36	73	112	72	106														
	1210	98	98	98	86	114	98	110	71	95	77	93	74	98														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q32 Is there anything you dislike about (CENTRE MENTIONED AT Q30)? [MR] <i>Those who visit one of the centres at Q29</i>																												
Shops - need more / better range of non-food shops generally	9.2%	111	29.6%	18	21.8%	17	15.0%	15	17.3%	15	14.8%	18	10.3%	11	1.8%	2	0.6%	1	5.0%	2	9.5%	7	0.0%	0	0.7%	1	5.5%	6
Parking - not enough spaces available	8.8%	106	2.8%	2	1.3%	1	6.1%	6	3.1%	3	8.0%	10	8.4%	9	9.3%	11	17.2%	24	11.1%	4	12.8%	9	9.7%	11	6.3%	5	11.8%	12
Traffic congestion	7.2%	87	7.3%	5	3.8%	3	5.1%	5	3.5%	3	6.2%	7	17.9%	19	3.9%	5	18.5%	25	9.7%	3	7.9%	6	0.0%	0	7.0%	5	0.5%	0
Too many empty shops	5.0%	60	11.5%	7	17.5%	13	2.6%	3	14.4%	12	5.1%	6	7.4%	8	1.3%	2	3.4%	5	1.2%	0	4.2%	3	0.0%	0	1.5%	1	0.0%	0
Shops - need more / better clothes shops	4.8%	58	10.4%	6	8.5%	7	4.9%	5	12.4%	10	11.1%	13	6.7%	7	0.9%	1	0.6%	1	1.3%	0	2.0%	1	0.0%	0	0.0%	0	5.3%	6
Too many coffee shops.	4.2%	50	13.3%	8	7.4%	6	6.2%	6	9.3%	8	0.7%	1	0.0%	0	6.5%	8	2.8%	4	9.9%	4	3.2%	2	0.0%	0	5.1%	4	0.0%	0
Shops - need more 'high street' retailers	4.0%	48	13.0%	8	7.6%	6	8.9%	9	1.3%	1	10.0%	12	1.2%	1	4.3%	5	0.0%	0	4.7%	2	2.0%	1	0.0%	0	0.0%	0	2.6%	3
Shops - need more independent shops	3.8%	46	15.1%	9	5.3%	4	8.1%	8	1.3%	1	5.6%	7	3.3%	3	5.0%	6	1.3%	2	5.4%	2	4.0%	3	0.0%	0	0.0%	0	0.5%	0
Too many charity shops	3.3%	40	11.9%	7	3.6%	3	3.2%	3	0.6%	0	6.9%	8	2.0%	2	2.6%	3	1.3%	2	1.8%	1	7.4%	5	0.4%	0	3.6%	3	1.4%	2
Shops - need more quality shops	3.1%	38	9.6%	6	1.3%	1	6.0%	6	0.0%	0	10.6%	13	1.8%	2	0.9%	1	2.8%	4	1.9%	1	4.2%	3	0.0%	0	0.0%	0	1.4%	2
Needs an update / revamp	2.5%	30	1.7%	1	3.8%	3	7.3%	7	1.8%	2	5.8%	7	1.5%	2	0.9%	1	0.6%	1	3.0%	1	3.0%	2	0.0%	0	4.1%	3	1.0%	1
Shops - need more affordable shops	2.2%	26	2.9%	2	0.0%	0	2.5%	2	0.0%	0	3.5%	4	0.3%	0	0.4%	1	3.4%	5	14.9%	5	1.3%	1	2.6%	3	0.0%	0	3.1%	3
Dirty streets / poorly maintained	1.9%	23	2.8%	2	7.0%	5	1.0%	1	3.1%	3	2.4%	3	1.4%	2	4.7%	6	0.6%	1	3.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Parking - no free parking	1.6%	19	2.9%	2	1.7%	1	3.4%	3	0.0%	0	2.0%	2	0.0%	0	2.1%	3	2.9%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	2.6%	3
Parking - expensive parking	1.5%	18	0.0%	0	2.9%	2	1.0%	1	0.0%	0	2.7%	3	0.9%	1	0.0%	0	1.3%	2	0.6%	0	0.0%	0	4.7%	5	2.3%	2	1.9%	2
Not enough financial services (e.g. banks / building societies)	1.3%	16	0.0%	0	0.0%	0	0.0%	0	10.0%	8	1.7%	2	0.0%	0	2.5%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	2
Lack of security / don't feel safe	1.3%	16	0.0%	0	0.4%	0	0.5%	0	1.3%	1	1.5%	2	7.2%	8	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Not enough / poor quality cafés / restaurants	1.2%	15	0.0%	0	0.4%	0	4.9%	5	0.0%	0	0.0%	0	4.6%	5	2.1%	3	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	2
Shops - need more / better range of supermarkets	1.1%	13	3.2%	2	0.9%	1	0.5%	0	0.0%	0	2.8%	3	0.0%	0	2.5%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Too many hairdressers	1.1%	13	5.1%	3	0.9%	1	2.5%	2	1.3%	1	3.7%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor atmosphere / unfriendly people	0.9%	11	0.0%	0	0.0%	0	1.0%	1	4.0%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0
Too busy / noisy	0.8%	10	0.4%	0	0.4%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.6%	1	4.7%	2	1.3%	1	2.1%	2	0.0%	0	0.5%	0
Too much construction going on / road works	0.7%	9	0.4%	0	2.5%	2	0.5%	0	0.6%	0	2.0%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Needs more aimed at the younger generations	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	2.2%	2
Traffic pollution/poor air quality	0.7%	9	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Not enough leisure facilities	0.7%	8	2.0%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	2.1%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
(e.g. leisure centres, cinema, health and fitness clubs, etc)																												
Shops - need more bakers / butchers / greengrocers	0.6%	8	1.3%	1	2.1%	2	0.5%	0	1.3%	1	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0		
Not enough / poor quality pubs / bars	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	4.4%	5	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0		
Not attractive / poor environment	0.6%	7	0.9%	1	0.4%	0	2.0%	2	0.0%	0	0.0%	0	3.5%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Poor disabled access	0.6%	7	0.0%	0	2.1%	2	0.0%	0	0.6%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.0%	1
Lack of pedestrianised areas	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.5%	0		
Not enough / poor quality public toilets	0.5%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.5%	2	0.0%	0		
Poor layout / shops too far apart	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.7%	2	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	0
Too many takeaways	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Poor nightlife	0.4%	4	2.0%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poorly maintained pedestrian areas	0.4%	4	0.0%	0	0.0%	0	0.5%	0	1.2%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0		
Too many betting shops	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to access by car	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Shops - need more food retailers	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.6%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need longer opening hours / more open on Sundays	0.3%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Hard to get to on foot	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough other services (e.g. library, hairdresser, vets etc.)	0.2%	2	0.0%	0	0.0%	0	2.5%	2	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
Lack of electric vehicle charging points	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1
Hard to get to by bus	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Lack of undercover shopping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hard to get to by bicycle	0.1%	1	2.4%	1	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
Poor market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	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
(Nothing)	43.1%	519	21.1%	13	24.5%	19	32.7%	32	34.5%	29	28.3%	34	33.3%	35	50.6%	62	51.6%	71	35.1%	13	40.4%	29	71.8%	80	65.1%	47	52.1%	55
(Don't know)	2.6%	32	3.2%	2	5.4%	4	5.9%	6	1.8%	2	2.0%	2	1.8%	2	4.3%	5	0.6%	1	3.1%	1	1.9%	1	0.9%	1	1.5%	1	3.1%	3
Weighted base:		1204		62		77		97		84		120		105		122		137		36		73		112		72		106
Sample:		1210		98		98		98		86		114		98		110		71		95		77		93		74		98

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q33 Why haven't you visited any of these centres in the last 6 months? [MR]																												
<i>Those who don't visit one of the centres at Q29</i>																												
Too far away from home	32.9%	66	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	36.4%	2	34.7%	27	0.0%	0	22.3%	5	37.6%	9	32.8%	7	65.6%	16
Health / mobility reasons	6.4%	13	80.4%	1	50.0%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	18.2%	1	5.6%	4	60.0%	1	0.0%	0	5.9%	1	15.2%	3	2.0%	0
Not accessible by public transport	3.3%	7	0.0%	0	0.0%	0	0.0%	0	33.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	0	2.2%	0	4.2%	1	5.0%	1	0.0%	0
Covid-related reasons	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	2	0.0%	0	9.1%	1	2.1%	2	0.0%	0	4.4%	1	2.0%	0	2.5%	1	0.0%	0
Don't have the time	2.5%	5	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	2.5%	1	6.3%	2		
Too far away from work	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	0	0.0%	0	12.3%	3	0.0%	0
Inconveniently located car parking	1.8%	4	0.0%	0	0.0%	0	0.0%	0	24.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of non-food shops	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preference for other centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	2.0%	0
Dislike shopping in general	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor environmental quality of centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	46.8%	94	19.6%	0	50.0%	0	100.0%	3	21.2%	2	26.0%	2	100.0%	2	27.3%	2	53.3%	41	0.0%	0	57.3%	12	48.3%	12	47.0%	10	30.3%	7
(Don't know)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		201		1		1		3		12		8		2		6		76		1		21		25		21		24
Sample:		195		4		2		3		14		6		2		11		50		5		23		27		26		22

Q34 Do you do use any of these electronic means to purchase goods or services? [MR]

Internet shopping, via computer or tablet	71.1%	998	48.7%	31	68.1%	53	62.2%	63	73.2%	70	70.2%	90	68.7%	74	73.4%	94	74.9%	160	63.7%	24	87.2%	82	76.8%	105	68.6%	64	69.3%	90
Internet shopping, via mobile phone	51.2%	720	56.6%	36	67.5%	52	50.9%	51	45.4%	43	57.2%	73	68.1%	73	50.8%	65	50.6%	108	39.9%	15	45.1%	42	42.7%	58	45.4%	42	45.7%	59
TV Shopping (No)	3.1%	43	1.7%	1	2.2%	2	2.8%	3	1.6%	2	4.5%	6	0.9%	1	7.3%	9	4.6%	10	4.1%	2	0.0%	0	0.7%	1	1.1%	1	5.1%	7
	13.5%	190	22.3%	14	9.2%	7	16.4%	17	11.4%	11	15.8%	20	8.7%	9	9.6%	12	11.2%	24	23.1%	9	10.5%	10	13.1%	18	22.9%	21	13.9%	18
Weighted base:		1405		63		78		101		96		128		107		128		214		37		94		137		93		130
Sample:		1405		102		100		101		100		120		100		121		121		100		100		120		100		120

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q35 Which goods or services do you currently purchase via electronic shopping? [MR]																												
<i>Those who shop via digital channels at Q34</i>																												
Clothes / shoes	54.2%	658	65.6%	32	53.8%	38	49.6%	42	38.9%	33	42.8%	46	66.4%	65	54.7%	63	48.0%	91	66.3%	19	67.4%	57	66.2%	79	50.5%	36	50.7%	57
Books	32.0%	389	44.8%	22	32.0%	23	31.2%	26	21.6%	18	22.0%	24	28.2%	28	26.4%	31	33.7%	64	39.2%	11	39.3%	33	32.8%	39	48.5%	35	32.3%	36
Food / groceries / alcohol / coffee pods (not takeaways)	16.0%	194	19.3%	9	14.3%	10	17.3%	15	25.0%	21	12.7%	14	16.1%	16	12.4%	14	16.4%	31	11.4%	3	24.7%	21	9.9%	12	12.2%	9	17.0%	19
Domestic electrical appliances (white goods)	15.7%	191	19.1%	9	6.8%	5	21.1%	18	15.1%	13	14.4%	16	20.2%	20	26.8%	31	9.7%	18	19.0%	5	9.2%	8	21.1%	25	8.8%	6	15.0%	17
Gifts	14.8%	180	21.8%	11	14.0%	10	16.6%	14	13.1%	11	14.8%	16	16.9%	17	8.5%	10	12.9%	25	19.9%	6	12.7%	11	21.9%	26	5.6%	4	18.8%	21
Small electrical items (e.g. kettles / toasters / hairdryers etc.)	14.4%	175	8.9%	4	12.1%	9	16.1%	14	13.3%	11	6.0%	6	13.5%	13	14.7%	17	14.7%	28	19.2%	5	16.4%	14	19.4%	23	15.9%	11	16.4%	18
Small household goods	12.7%	154	8.2%	4	8.6%	6	6.9%	6	18.0%	15	7.3%	8	9.4%	9	25.5%	30	13.4%	26	4.0%	1	2.2%	2	8.7%	10	22.9%	16	19.2%	21
CDs, DVDs, Vinyl (physical products)	11.9%	144	29.4%	14	9.1%	6	15.5%	13	1.8%	1	8.7%	9	15.3%	15	16.1%	19	3.6%	7	10.1%	3	6.0%	5	18.1%	21	13.6%	10	17.9%	20
Banking / finance / insurance / utilities	11.1%	135	12.0%	6	3.7%	3	11.0%	9	7.0%	6	3.7%	4	18.4%	18	7.9%	9	9.4%	18	20.6%	6	1.1%	1	26.4%	31	11.3%	8	14.4%	16
DIY / hardware goods / tools	10.8%	131	12.5%	6	11.9%	8	18.2%	15	8.8%	7	8.9%	10	14.2%	14	5.6%	7	6.1%	12	14.6%	4	13.3%	11	19.5%	23	5.2%	4	9.0%	10
Health / beauty / chemist goods	9.6%	117	9.7%	5	0.9%	1	9.7%	8	7.7%	7	8.2%	9	9.5%	9	14.4%	17	6.9%	13	3.9%	1	12.7%	11	14.1%	17	10.9%	8	11.0%	12
Furniture / soft furnishings / floor coverings	8.7%	106	4.6%	2	1.4%	1	13.6%	11	9.8%	8	8.3%	9	10.1%	10	20.1%	23	10.5%	20	3.9%	1	1.7%	1	5.3%	6	6.5%	5	6.7%	8
Craft / hobby items (including stationary and cards)	8.5%	103	17.3%	9	8.3%	6	1.8%	2	8.8%	7	11.4%	12	6.3%	6	8.2%	9	7.6%	15	11.3%	3	5.7%	5	11.9%	14	3.7%	3	11.0%	12
Garden items / flowers / plants	7.9%	96	5.2%	3	5.6%	4	6.3%	5	8.1%	7	6.4%	7	9.2%	9	8.0%	9	6.0%	11	11.0%	3	11.4%	10	15.0%	18	8.2%	6	4.0%	4
Holiday and / or Travel / Event Tickets	7.0%	85	5.5%	3	3.7%	3	5.6%	5	5.3%	4	8.4%	9	3.7%	4	3.2%	4	8.7%	17	14.2%	4	6.4%	5	13.1%	16	9.1%	6	5.1%	6
Computer / printer accessories	6.2%	76	3.6%	2	5.5%	4	11.3%	9	1.2%	1	6.5%	7	8.3%	8	1.4%	2	2.9%	6	18.0%	5	6.6%	6	15.0%	18	0.7%	1	7.4%	8
Pet food / products	5.8%	70	4.7%	2	6.0%	4	2.3%	2	2.4%	2	0.8%	1	12.7%	12	7.7%	9	11.3%	22	1.5%	0	6.1%	5	3.5%	4	1.5%	1	4.3%	5
Toys	4.9%	59	10.1%	5	5.5%	4	8.7%	7	1.2%	1	5.3%	6	6.5%	6	7.6%	9	2.1%	4	7.6%	2	3.7%	3	0.4%	0	7.2%	5	5.4%	6
Downloadable / streaming content (e.g. music / movies / tv / games / apps)	4.3%	53	7.9%	4	5.5%	4	0.6%	0	0.0%	0	4.1%	4	9.6%	9	1.8%	2	4.9%	9	2.3%	1	3.7%	3	5.0%	6	2.3%	2	7.0%	8
TVs, Hi-Fi's, computers	3.7%	45	1.6%	1	0.5%	0	1.7%	1	0.0%	0	5.0%	5	4.4%	4	4.7%	5	6.4%	12	4.6%	1	0.0%	0	6.0%	7	0.0%	0	5.9%	7
Sports goods (includes fishing & cycling items)	3.6%	43	3.1%	2	0.5%	0	3.4%	3	1.2%	1	9.4%	10	5.9%	6	0.0%	0	3.1%	6	12.3%	4	1.2%	1	4.6%	5	4.3%	3	2.4%	3
Baby items	2.8%	34	2.5%	1	2.2%	2	6.1%	5	1.2%	1	1.9%	2	11.9%	12	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Console / PC games	2.8%	34	2.6%	1	0.0%	0	2.9%	2	9.5%	8	1.9%	2	10.5%	10	0.0%	0	0.0%	0	0.0%	0	2.6%	2	4.4%	5	0.0%	0	2.1%	2
Takeaway food	2.3%	27	2.5%	1	2.2%	2	0.0%	0	0.0%	0	3.7%	4	4.6%	5	3.2%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	7	4.1%	3	2.1%	2
Mobile phone / tablet / pad accessories	2.0%	25	0.0%	0	0.0%	0	1.2%	1	0.6%	0	2.8%	3	5.2%	5	0.5%	1	2.1%	4	3.7%	1	0.0%	0	6.0%	7	3.5%	2	0.0%	0
Batteries	2.0%	24	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	5	1.9%	2	2.1%	4	0.0%	0	0.0%	0	2.0%	2	0.7%	1	7.0%	8

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Cleaning products	1.7%	20	3.0%	1	0.5%	0	1.2%	1	0.0%	0	1.2%	1	5.5%	5	0.0%	0	0.0%	0	4.4%	1	2.6%	2	2.1%	2	0.7%	1	3.8%	4
Jewellery / watches	1.4%	17	1.1%	1	2.2%	2	0.0%	0	3.5%	3	1.9%	2	0.0%	0	0.0%	0	2.1%	4	0.8%	0	0.6%	0	2.0%	2	0.7%	1	2.4%	3
Antiques / ornaments / collectibles / paintings / frames	1.1%	14	2.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.4%	3	0.0%	0	0.4%	1	0.0%	0	0.6%	0	4.0%	5	0.0%	0	2.4%	3
Vehicle parts	0.7%	9	2.6%	1	2.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	0	0.6%	0	1.3%	2	0.0%	0	2.1%	2
Photographs	0.6%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.9%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.1%	2
Covid related items (e.g. masks, gloves, sanitiser gel / spray, etc.)	0.6%	7	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.4%	3
Musical instruments / accessories	0.3%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Wood / Coal / Gas bottles (e.g. home fuel items)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vehicles (Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	3.7%	45	1.6%	1	4.2%	3	4.6%	4	3.0%	3	3.5%	4	3.6%	4	5.4%	6	6.4%	12	0.8%	0	6.0%	5	0.0%	0	3.0%	2	1.8%	2
(Nothing / Nothing else)	1.6%	20	1.1%	1	3.6%	3	0.0%	0	0.0%	0	4.0%	4	0.3%	0	1.4%	2	2.4%	5	0.0%	0	0.6%	0	2.5%	3	3.7%	3	0.0%	0
Weighted base:	1215		49		71		84		85		108		98		116		190		28		84		119		72		112	
Sample:	1100		70		88		76		82		91		86		100		95		71		85		92		70		94	

Q36 For your last electronic shopping order, how did you receive your goods? [MR]*Those who shop via digital channels at Q34*

Home delivery	93.1%	1131	90.0%	44	92.5%	65	98.2%	83	99.4%	84	89.0%	96	86.9%	85	95.5%	111	90.8%	173	95.3%	27	96.7%	81	95.9%	114	91.8%	66	92.0%	103
Delivery to place of work	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Collection at store	4.3%	53	5.1%	3	6.0%	4	1.8%	2	0.6%	0	10.2%	11	6.3%	6	3.2%	4	3.3%	6	3.9%	1	3.8%	3	3.4%	4	7.4%	5	2.7%	3
Collection at click and collect hub	1.5%	18	3.0%	1	2.0%	1	1.2%	1	1.2%	1	0.0%	0	5.2%	5	0.9%	1	0.4%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0	3.4%	4
Collection at other location	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downloaded	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	11	2.5%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.3%	6	0.0%	0	0.0%	0	0.4%	0	0.7%	1	0.4%	0
Weighted base:	1215		49		71		84		85		108		98		116		190		28		84		119		72		112	
Sample:	1100		70		88		76		82		91		86		100		95		71		85		92		70		94	

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Meanscore: [Number of times per month]														
Q37 When undertaking online shopping, how often do you use click and collect facilities?														
<i>Those who shop via digital channels at Q34</i>														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	2.1%	26	6.2%	3	1.0%	1	5.7%	5	2.5%	2	4.7%	5	0.0%	0
At least once a fortnight	3.7%	45	3.8%	2	5.9%	4	3.3%	3	3.1%	3	5.0%	5	0.3%	0
At least once a month	10.5%	127	16.1%	8	9.6%	7	8.7%	7	11.0%	9	12.4%	13	15.9%	16
At least every two months	4.5%	54	0.5%	0	6.2%	4	1.7%	1	6.9%	6	4.6%	5	4.8%	5
At least every 3 months	6.8%	83	6.6%	3	5.9%	4	8.8%	7	6.8%	6	6.2%	7	6.9%	7
At least every 6 months	9.6%	117	2.1%	1	10.7%	8	10.8%	9	8.0%	7	11.6%	13	6.3%	6
Less often than once every 6 months	10.6%	129	5.7%	3	9.3%	7	12.7%	11	5.4%	5	7.8%	8	6.8%	7
Never	47.4%	576	52.5%	26	45.5%	32	38.3%	32	54.5%	46	41.4%	45	53.8%	53
(Don't know / varies)	4.3%	52	6.4%	3	3.7%	3	10.1%	8	1.8%	2	6.2%	7	5.3%	5
<i>Mean:</i>	<i>0.78</i>	<i>1.26</i>	<i>1.01</i>	<i>0.87</i>	<i>0.80</i>	<i>0.93</i>	<i>0.56</i>	<i>0.45</i>	<i>0.70</i>	<i>0.56</i>	<i>0.75</i>	<i>0.54</i>	<i>0.89</i>	<i>1.04</i>
Weighted base:	1215	49	71	84	85	108	98	116	190	28	84	119	72	112
Sample:	1100	70	88	76	82	91	86	100	95	71	85	92	70	94

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q38 Where did you last visit to pick up goods purchased through 'click and collect'?														
<i>Those who shop via digital channels at Q34; and use click and collect at Q37 AND Excl. Nulls & SFT</i>														
Zone 1														
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nuffield Way, Abingdon OX14 1RL	0.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.9%	0	0.0%	0
Fairacres Retail Park, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	2.1%	11	34.9%	5	1.2%	0	8.7%	3	0.0%	0	3.8%	2	0.0%	0
Toolstation, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Abingdon Town Centre	1.8%	9	1.7%	0	22.0%	6	1.2%	0	0.0%	0	4.5%	2	0.0%	0
Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Courtenay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Kennington	0.5%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.9%	1
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatford Village	0.5%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.7%	1	2.3%	1
Highworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0QN	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	2.6%	14	0.0%	0	0.0%	0	0.0%	0	17.5%	6	0.0%	0	0.0%	0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage Road, Didcot, OX11 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove, Wantage, OX12 7JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	4.3%	23	0.0%	0	0.0%	0	0.0%	0	4.4%	2	37.9%	20	0.0%	0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.9%	0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.5%	3	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Didcot Town Centre	6.5%	35	6.9%	1	17.3%	5	0.0%	0	0.0%	0	7.6%	4	49.3%	18

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
East Hagourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot, OX11 7ND	3.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	9	22.0%	11
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Orchard Centre, Didcot, OX11 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Benson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightwell Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 OPT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	1.7%	9	0.0%	0	1.2%	0	0.0%	0	0.0%	0	6.9%	3	12.9%	6
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley, Reading RG5 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Bath Road, Twyford, Reading, RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheeplands, London Road, Hare Hatch, Reading, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Wargrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Park, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Henley-on-Thames	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.9%	1
Trio Flooring, Westfield Farm Medmenham Nr, Marlow,SL7 2HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughenden Manor, Hughenden, HP14 4LA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Longwick Village	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Asda, London Road, Wheatley, Oxford OX33 1YZ	1.0%	5	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	15.6%	5	0.0%	0
Berinsfield Village	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
Chalgrove	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
Dorchester Village Centre	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
Garsington Village	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
Headington Local Centre	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
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	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
Notcutts Garden Centre, Oxford, OX44 9PY	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
Stadhampton Village Centre	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
Waitrose, Old High Street, Headington, Oxford, OX3 9HP	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
Waterperry	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
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	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
Wheatley Village Centre Zone 13	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
Cuddington Village	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
Haddenham	1.2%	6	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Long Crendon	0.1%	1	0.0%	0	2.4%	1	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
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	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
Sainsbury's, High Street, Thame OX9 2BU	0.4%	2	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	3.6%	2
Screwfix, Jefferson Way, Thame, OX9 3SZ	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
Thame	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
Waddesdon Village	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
Waitrose, Greyhound Lane, Thame, OX9 3ZD	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
Outside Catchment Area																										
Aldi, Baker Street, High Wycombe, HP11 2RX	0.3%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingsstoke Road, Reading RG2 0NT	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

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Aldi, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill Rd, Bracknell RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cambridge St, Aylesbury HP20 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Drove Road, Swindon SN1 3AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hobley Drive, Swindon SN3 4NS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading RG6 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury RG14 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Romsey Street, Swindon SN2 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Swindon SN5 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading RG1 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andertons Music, Woodbridge Road, Guildford, GU1 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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RG6 5TT																
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Asda, Mandeville Road, Aylesbury HP21 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wave Approach, Selsey, Chichester, PO20 0FR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	5.8%	3
B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Great Western Way, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, High Wycombe, HP11 1EZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Newbury, RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	6.0%	2
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	2.7%	14	3.4%	1	6.5%	2	18.1%	7	3.0%	1	0.0%	0	0.0%	0
Bourne End	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Bournemouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham, RG40 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford Garden Centre, Shilton Road, Burford, OX18 4PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cairngorm Gate Retail Park, Milton Keynes, MK6 1AZ	2.8%	15	20.2%	3	16.5%	5	14.3%	6	0.0%	0	2.4%	1	0.0%	0
Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

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Newbury, RG14 2BP														
Carpetright, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets 4 Less, Horspath Industrial Estate, Peterley Road, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Bridge Garden Centre, Richfield Avenue, Reading, RG1 8EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes, MK10 0DB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	1
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Bicester, OX25 2NY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet, Kemble Drive, Swindon, SN2 2DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Lockheed Closse, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, London Road, High Wycombe, HP11 1LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	1
Dobbies Garden Centre, Aylesbury Road, Weston Turville, Aylesbury, HP22 6BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde Road, Swindon, SN2 7SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Woodmansterne Lane, Wallington, SM6 0SU	0.3%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	3.1%	1
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Dunelm, Pincents Hill House, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0
Eynsham	1.3%	7	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0
Flooring Superstore, Western Road, Bracknell, RG12 1FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	3.4%	1
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport, London	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	5
Great Missenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	1.1%	6	0.0%	0	5.5%	2	0.0%	0	0.0%	0	7.9%	4	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Gunwharf Keys, Portsmouth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Halfords, Fleming Way, Swindon, SN1 2NN	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Hampton Court, Richmond	0.6%	3	3.5%	1	1.2%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Heathrow Airport, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Hempton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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High Wycombe Town Centre	3.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	0.8%	4	0.0%	0	0.0%	0	12.3%	4	0.0%	0	0.0%	0	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.9%	0	5.3%	3
IKEA, Drury Way, North Circular Road, London, NW10 0TH	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.3%	1
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading, RG1 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	4.6%	25	10.3%	2	5.9%	2	13.2%	5	0.0%	0	0.0%	0	0.0%	0
Kidlington	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Estate, Stockbridge, SO20 6EH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	3.9%	21	0.0%	0	4.9%	1	0.0%	0	2.8%	1	11.3%	6	0.0%	0
Lidl, Aylesbury Shopping Park, Cambridge Street , Aylesbury HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading RG2 0SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon SN2 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Newbury RG14 2BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Needlepin Way, Buckingham, MK18 7RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pinchington Lane, Newbury RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stafferton Way, Maidenhead SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worting Road, Basingstoke RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Long Hanborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Loudwater Retail Park, High Wycombe, HP10 9QR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
M&S Simply Food, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.5%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.9%	2
Madejski Stadium, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	8
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Royal Wootton Bassett, Swindon, SN4 4HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Washway Road, Woodley, Reading RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
OX2 0FE														
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading RG2 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way W, Aylesbury HP20 2HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Ave., Swindon SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottcutts, Clay Lane, Booker, Marlow, SL7 3DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, Bracknell, RG42 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Oxford City Centre	3.0%	16	9.5%	1	6.5%	2	12.1%	5	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peters Field Nursery, Forest Green Road, Fifield, Maidenhead ,SL6 2NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	3.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broad Street, Reading RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading RG1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	2.6%	14	0.0%	0	0.0%	0	16.6%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh, Wokingham, RG41 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow, Maidenhead SL6 0QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe, HP11 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon SN3 4EW	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	2	3.9%	2	0.0%	0
Sainsbury's, Paddington Drive, Swindon SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead SL6	2.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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8AG														
Sainsbury's, Ringmead, Bracknell RG12 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The John Allen Centre, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cressex Business Park, The Merlin Centre, Lancaster Road, High Wycombe, HP12 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Goulds Close, Bletchley, Milton Keynes, MK1 1EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Reform Road, Maidenhead, SL6 8BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thames Ind Estate, Fieldhouse Lane, Marlow, SL7 1TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SCS, Slough Retail Park, Twinges Lane, Slough, SL1 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silvermere Golf, Redhill Road, Cobham, KT11 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Forbury Retail Park, Reading, RG1 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofology, Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Road, Swindon, SN5 8WF														
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Retail Park, Bridge Road, Cirencester, GL7 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Srewfix, Pony Road, Oxford, OX4 2RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Retail Park, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Church Street, Caversham, Reading, RG4 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading, RG1 2EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury HP19 8BU	2.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Tesco Extra, Napier Road, Reading RG1 8DF	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	7.6%	3
Tesco Extra, Ocotal Way, Swindon SN1 2EH	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury RG14 7HB	0.2%	1	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading RG30 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath Road, Taplow, Maidenhead SL6 0NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell RG42 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Chineham, Basingstoke RG24 8BE														
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater, High Wycombe, HP10 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury RG14 2BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Retail Park, Ambassador Avenue, Cowley, Oxford, OX4 6XJ	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4
Tesco Superstore, Tring Road, Aylesbury HP20 1PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Winkfield Row, Bracknell RG12 9TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Reading, RG1 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
The Meadows Shopping Centre, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Riverside Road, Reading, RG1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Botley Road, Oxford, OX2 0PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Dunbeath Road, Swindon, SN2 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Horspath Industrial Estate, Oxford, OX4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vastern Court Retail Park, Vastern Road, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
RG1 8AL														
Waitrose, Botley Road, Oxford, OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Reading, RG4 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading, RG5 3JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow Hill, High Wycombe, HP11 1TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading, RG30 6WR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield, HP9 2PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere, GU27 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Reading Road, Winnersh, Wokingham, RG41 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill Retail Park, Bletchley, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe, HP11 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	534	15	29	40	35	54	37	49	90	10	43	40	35	57
Sample:	473	24	37	35	35	41	37	37	46	32	38	31	32	48

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q39 Which of these leisure activities do you participate in? [MR/PR]																												
Indoor sports or health and fitness activity, e.g. gyms, leisure centres, etc.	24.5%	344	32.7%	21	25.1%	19	15.3%	15	20.2%	19	29.9%	38	27.6%	30	19.5%	25	30.3%	65	36.0%	13	29.4%	28	17.4%	24	21.4%	20	20.8%	27
Cafes / Restaurants	70.7%	994	71.0%	45	67.5%	52	66.6%	67	66.3%	63	67.5%	86	68.2%	73	72.7%	93	74.0%	158	77.7%	29	81.1%	76	70.6%	97	63.3%	59	72.8%	95
Pub / bars / nightclubs / social clubs	53.7%	754	58.0%	37	64.0%	50	54.8%	55	60.0%	57	46.0%	59	48.7%	52	55.2%	71	49.8%	106	48.6%	18	51.1%	48	52.0%	71	56.9%	53	59.2%	77
Theatres / concert halls / museums / art galleries and other cultural facilities	46.2%	649	32.6%	21	50.0%	39	46.0%	46	55.5%	53	49.0%	63	40.0%	43	51.6%	66	53.0%	113	56.3%	21	46.4%	44	31.5%	43	33.7%	31	51.1%	66
Cinema	52.3%	735	56.7%	36	54.3%	42	48.4%	49	49.7%	48	49.9%	64	47.7%	51	49.3%	63	54.5%	117	57.0%	21	64.5%	61	52.0%	71	48.2%	45	52.4%	68
Ten pin bowling	10.2%	143	14.9%	9	10.0%	8	15.9%	16	18.4%	18	10.1%	13	15.9%	17	9.6%	12	7.7%	16	11.4%	4	3.0%	3	7.1%	10	11.1%	10	4.8%	6
Bingo	2.4%	34	4.4%	3	5.3%	4	0.5%	0	0.0%	0	1.0%	1	11.9%	13	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	6.1%	6	2.7%	3
Casino	0.6%	8	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.3%	0	0.6%	1	0.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	3.2%	3	0.4%	0
Family oriented activities e.g. soft play centres, laser quest, trampoline centres, escape rooms etc.	15.2%	214	18.2%	11	16.4%	13	10.0%	10	13.8%	13	19.8%	25	36.6%	39	16.3%	21	14.2%	30	7.6%	3	5.9%	6	6.2%	9	16.8%	16	13.8%	18
(None mentioned)	13.8%	194	12.4%	8	17.0%	13	12.2%	12	20.7%	20	14.8%	19	7.7%	8	11.9%	15	13.4%	29	15.3%	6	12.0%	11	14.8%	20	17.2%	16	12.7%	17
Weighted base:		1405		63		78		101		96		128		107		128		214		37		94		137		93		130
Sample:		1405		102		100		101		100		120		100		121		121		100		100		120		100		120

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q40 Which centre / facility did you last visit for an indoor sports or health and fitness activity?																												
<i>Asked to those who participate in health and fitness or leisure centre activities at Q39 AND Excl. Nulls & SFT</i>																												
Zone 1																												
Abingdon Sports and Leisure, Faringdon Rd, Abingdon OX14 1BH	3.2%	10	13.7%	3	5.4%	1	11.2%	2	17.2%	3	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Anytime Fitness, Kimber Road, Stratton Way, Abingdon, OX14 1SG	0.3%	1	0.0%	0	0.0%	0	7.6%	1	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		
Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.4%	1	6.5%	1	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		
Results Health Club, Coxeter House, Ock Street, Abingdon, OX14 5AJ	0.1%	0	0.0%	0	1.8%	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		
The Gym Group, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1SD	0.7%	2	0.0%	0	11.7%	2	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		
Tilsley Park, Dunmore Road, Abingdon, OX14 1PU	0.2%	1	0.0%	0	3.7%	1	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		
Zone 2																												
Abingdon Town Centre	5.0%	16	19.0%	4	39.1%	7	20.8%	3	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Grove Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Milton Park Shopping Centre, Abingdon	0.4%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Park Club Milton, Croft Drive, Park Drive, Milton, Abingdon, OX14 4RP	1.5%	5	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Peachcroft Shopping Centre, Peachcroft Road, Abingdon, OX14 2RR	0.2%	0	0.0%	0	0.0%	0	3.6%	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		
Priority 6, Radley Road Industrial Estate, Abingdon, OX14 3RY	0.4%	1	7.4%	1	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		
Radley College Sports Centre, Radley College, Kennington Rd, Abingdon OX14 2HR	1.3%	4	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	2	0.0%	0		
White Horse Leisure and Tennis Centre, Audlett Drive, Abingdon, Oxfordshire OX14 3PJ	5.9%	19	43.3%	8	8.9%	2	3.6%	0	0.0%	0	0.0%	0	16.6%	5	14.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Zone 3																												
Cumnor Village Centre	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		
Dry Sandford Village Centre	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		

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Milton Hill Hotel, Milton Hill, Abingdon, OX13 6AF	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village	0.2%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0
Village Hall, The Green, Steventon, Abingdon, OX13 6RR	0.2%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Faringdon Leisure Centre, Fernham Road, Faringdon, Oxfordshire SN7 7LB	3.7%	12	0.0%	0	0.0%	0	0.0%	0	61.3%	12	0.0%	0	0.0%	0
Faringdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halo Highworth Recreation Centre, The Elms, Highworth, Swindon SN6 7DD	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	3
Shrivenham Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Zone 5														
Downland Sports Centre, Manor Cres, Compton RG20 6NU	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0
Lambourn Centre, Close End, Lambourn, Hungerford, RG17 8NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Richmond Villages, South Street, Letcombe Regis, Wantage, OX12 9RG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
TFD, Downsview Road, Wantage, OX12 9FA	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0
The Beacon, Portway, Wantage, OX12 9BX	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0
The Lambourn Centre, Close End, Lambourn, Hungerford, RG17 8NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Village Hall, West Hanney	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Wantage Leisure Centre, Portway, Wantage OX12 9BY	6.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.5%	20	0.0%	0
Wantage Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	1	5.4%	2	0.0%	0
War Memorial Hall, Brookside, East Hanney, Wantage, OX12 0JL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Zone 6														
Didcot Leisure Centre, Didcot Leisure Centre, Mereland Road, Didcot, Oxfordshire OX11 8AY	2.4%	8	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	10.7%	3

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Didcot Town Centre	2.5%	8	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Wave & Gym, Newlands Avenue, Didcot, OX11 8NX	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	11.1%	3
Puregym, Broadway, Didcot, OX11 8RG	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Snap Fitness, The Orchard Centre, Didcot, OX11 7LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Willowbrook Leisure Centre - Gym & Fitness Club, Bowmont Water, Didcot OX11 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Barn Fitness Club, Church Road, Cholsey, Wallingford, OX10 9PS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cholsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Methodist Church, St Leonard's Square, Wallingford, OX10 0AS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
RAF Benson, Benson, Ewelme, Wallingford, OX10 6AA	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3
The Swan, Streatley - On - Thames , Reading, RG8 9HR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Wallingford Town Centre	0.2%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodcote Village Hall, Reading Road, Reading, RG8 0QY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Zone 8														
Maidenhead Town Bowls Club, Oaken Grove, Maidenhead, SL6 6HL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Golf Club, Henley Road, Hurley, Maidenhead, SL6 5LH	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Twyford Health Club, London Road, Twyford, Reading, RG10 9EH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Upper Thames Rowing Club, Remenham Lane, Remenham, Henley-on-Thames, RG9 3DB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Woodford Park Leisure	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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Centre, Haddon Drive, Woodley, Reading, RG5 4LY														
Woodley Zone 9	3.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ADVHQ, Henley Self Storage, Newtown House, Newtown Road, Henley-on-Thames, RG9 1HG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expert Fitness, Bell Street, Henley-on-Thames, RG9 2BG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley Leisure Centre, Gillott's Lane, Henley-on-Thames, RG9 1PA	3.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	18.5%	2
Henley-on-Thames	4.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	6.3%	4
Leander Club, Henley-on-Thames, RG9 2LP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phyllis Court Club, Phyllis Court Drive, Henley-on-Thames, RG9 2HT	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.7%	0
YMCA, Lawson Road, Henley-on-Thames, RG9 1NZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Zone 10														
Badgemore Park, Henley-on-Thames, RG9 4NR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Club at Mapledurham, Chazey Heath, Reading, RG4 7UD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Row	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio One, Hayden Farm, Hayden Lane, Nettlebed, Henley-on-Thames, RG9 5TX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Princes Risborough	4.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Risborough Springs, Wades Park, Stratton Road, Princes Risborough, HP27 9AX	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Stokenchurch Zone 12	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Sports Centre, Green Furlong, Berinsfield, Wallingford OX10 7NR	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garsington Village Hall, Oxford Road, Garsington, Oxford, OX44 9DA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadhampton illage Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Village Centre Zone 13	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brill Memorial Hall,Church Street, Brill, Aylesbury, HP18 9RT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Invictus Gym, Wenman Road, Thame, OX9 3SD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Crendon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfordshire Hotel, Rycote Lane, Milton Common, Thame, OX9 2PU	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	2.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame Leisure Centre, Oxford Road, Thame, OX9 2BB	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area														
Aylesbury Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Leisure Centre, Waynflete Road, Oxford, OX3 8GA	0.2%	0	0.0%	0	0.0%	0	3.6%	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blunsdon House Hotel, The Ridge, Broad Blunsdon, Swindon, SN26 7AS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Bournemouth	0.4%	1	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradfield College Sports Complex, Bradfield, Reading RG7 6BZ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	3	0.0%	0
Braywick Leisure Centre, Braywick Road, Maidenhead, SL6 1BN	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Bulmershe Leisure Centre, Woodlands Avenue, Woodley, Reading, RG5 3EU	2.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	9

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Burghfield Health Centre, Burghfield Common, Reading, RG7 3YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Gym, King's Road, Reading, RG1 3BY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Gym, Westgate Shopping Centre, Queen Street, Oxford, OX1 1NZ	1.2%	4	0.0%	0	0.0%	0	17.9%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Carterton Town Centre	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	0.0%	0
Caversham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
COAF, The Weller Centre, Amersham Road, Lower, Reading, RG4 5NA	0.1%	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	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowne Plaza, Caversham Bridge, Richfield Avenue, Reading, RG1 8BD	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Business Park North, Oxford Business Park, Garsington Road, Oxford, OX4 2JY	0.7%	2	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
David Lloyd, Grenfell Island, Grenfell Place, Maidenhead, SL6 1HJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Village Centre	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	0.0%	0
Fitness Experts, Harwell Campus, Oxford, OX11 0RAX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxhill Indoor Bowls Club, Wendover Road, Aylesbury, HP21 9NJ	0.1%	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	2.0%	0
Grange Leisure Centre, Grange Dr, Swindon SN3 4JY	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	0.0%	0
Hermitage Village Centre	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	0.0%	0
High Wycombe Town Centre	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	0.0%	0
Highdown Sport and Leisure Ltd, Reading RG4 8LR	0.1%	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	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leys Pools and Leisure Centre, Pegasus Rd, Oxford OX4 6JL	0.2%	1	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	3.4%	1	0.0%	0
London City Centre	1.7%	6	0.0%	0	0.0%	0	17.2%	2	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet Leisure Centre, Holmanleaze, Maidenhead, SL6 8AW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.3%	1	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	4.5%	1	0.0%	0	0.0%	0	0.0%	0

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Marlow Bottom Village Hall, Marlow Bottom, Marlow, SL7 3NA	0.4%	1	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	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	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	0.0%	0
Nuffield Health, Trenchard Street, Aylesbury, HP19 7AA	1.2%	4	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	15.5%	4
Nuffield Health, Woodstock Road, Oxford, OX2 7NZ	0.1%	0	0.0%	0	1.8%	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
Oxford Academy, Sandy Lane West, Littlemore, Oxford, OX4 6JZ	0.3%	1	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	7.2%	1	0.0%	0
Oxford City Centre	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	0.0%	0
Oxford Indoor Bowls, Littlemore, Oxford, OX4 6NA	0.2%	1	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	3.4%	1	0.0%	0
Puregym, Templars Shopping Park, Oxford, OX4 3JP	0.8%	2	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	16.4%	2	0.0%	0
Reading Town Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rivermead Leisure Complex, Richfield Avenue, Reading, RG1 8EQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	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	0.0%	0
Sportspark, University of Reading, Shinfield Road, Reading, RG6 6DJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Andrews Church, London Road, Reading, RG1 5BD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Barnabas Church, St Barnabas Road, Reading, RG4 8RA	0.3%	1	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	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	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	0.0%	0
Thatcham Town Centre	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	0.0%	0
The Marlow Club, Globe Park, Fieldhouse Lane, Marlow, SL7 1LU	0.7%	2	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	8.5%	2	0.0%	0	0.0%	0	0.0%	0
The Pulse, Castle Street, Dursley, GL11 4BSd	0.2%	0	0.0%	0	0.0%	0	3.6%	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
Whiteknights Indoor Bowling Club, Beech Lane, Earley, Reading, RG6 5PT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Leisure Centre, Clewer Mead, Stovell Road, Windsor, SL4 5JB	2.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Wycombe Air Park, High Wycombe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Leisure Centre, Handy Cross, High Wycombe HP11 1UP	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	324	20	19	13	19	38	30	21	62	12	27	23	15	25
Sample:	268	19	22	14	15	32	24	16	27	25	28	15	12	19

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q41 Which centre / facility did you last visit to go to a café / restaurant?																												
<i>Asked to those who go to restaurants at Q39 AND Excl. Nulls & SFT</i>																												
Zone 2																												
Abingdon Town Centre	11.5%	104	69.4%	31	60.7%	31	37.7%	24	0.0%	0	3.7%	3	8.3%	6	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	2	3.3%	3
Clifton Hampden	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	0.0%	0
Culham	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	0.0%	0
Grove Village Centre	0.3%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Wittenham	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	0.0%	0
Radley Village	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	0.0%	0
Sutton Courtenay	0.2%	2	0.0%	0	3.8%	2	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
Zone 3																												
Cumnor Village Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	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
Dry Sandford Village Centre	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	0.0%	0
Marcham	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	0.0%	0
Southmoor	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	0.0%	0
Steventon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningwell	0.1%	0	0.0%	0	0.0%	0	0.7%	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
Zone 4																												
Faringdon Town Centre	1.5%	14	0.0%	0	0.0%	0	1.6%	1	24.2%	13	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
Fernham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Highworth	0.8%	8	0.0%	0	0.0%	0	0.0%	0	14.5%	8	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
Longcot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Shrivenham Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	7.8%	4	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
Stanford in the Vale	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Uffington Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Zone 5																												
Ardington	0.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charney Bassett	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
East Hanney	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	0.0%	0
Lambourn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	4.6%	42	0.6%	0	0.0%	0	0.7%	0	1.9%	1	49.0%	38	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
West Hanney Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	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
Zone 6																												
Didcot Town Centre	7.7%	70	4.6%	2	10.2%	5	4.3%	3	0.0%	0	10.2%	8	63.9%	45	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
East Hagbourne	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	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	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	0.0%	0
Upton Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Aldworth Village	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benson	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.6%	1	0.0%	0	0.8%	0	0.6%	0	4.0%	2	0.0%	0
Checkendon	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	0.0%	0
Cholsey Village Centre	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	0.0%	0
Crowmarsh Gifford	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Goring	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipsden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulsoford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Basildon Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	7.4%	66	0.0%	0	6.8%	3	0.0%	0	0.0%	0	8.2%	6	50.1%	43
Whitchurch on Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodcotes Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Burchetts Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch, Reading, RG10 9SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hurley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning, Reading, RG4 6UT	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Twyford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Waltham St Lawrence	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Wargrave Village	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0
White Waltham Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Woodley	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	13	0.0%	0
Zone 9														
Henley-on-Thames	9.4%	85	2.8%	1	0.6%	0	0.0%	0	0.0%	0	3.2%	3	22.9%	34
Zone 10														
Binfield Heath	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Chazey Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Assenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiplake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Row	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	0
Zone 11														
Bledlow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Chinnor	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Lewknor	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Princes Risborough	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	25
Saunderton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Stokenchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Watlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Zone 12														
Chalgrove	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Dorchester Village Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Garsington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Great Miltn Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Horspath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Baldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warborough Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Village Centre	0.7%	7	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Zone 13														
Bishopstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Brill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Long Crendon Village	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Stone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	5.7%	52	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	17
Towersey Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waddesdon Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area														
Amersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Bampton	0.4%	4	0.0%	0	0.0%	0	0.7%	0	6.0%	3	0.0%	0	0.0%	0
Banbury	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Barnstaple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Bicester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.4%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bisham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Blenheim Palace, Woodstock, OX20 1PP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Botley	0.2%	2	0.0%	0	0.0%	0	1.6%	1	1.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Bournemouth	0.2%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0
Brampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bridgenorth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bristol	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckland Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucklebury, Reading, RG7 6RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Burford	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Carterton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Chessington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Clanfield Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Compton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Cookham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Eastbury, RG17 7JN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Eastleach	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Evesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Henton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	2.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	14
Histon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.2%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1
Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lechlade	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Leeds	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield, WS13 6PR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lincoln	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Marlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Littlemore, Oxford, OX4 4XP	0.4%	4	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
London City Centre	1.9%	17	0.0%	0	0.0%	0	11.2%	7	0.0%	0	0.0%	0	0.0%	0
Loweswater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	3.8%	34	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	21.9%	32
Maidstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Marlow, SL7 1RR	2.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	10
Marston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	0	7.0%	5	0.9%	1
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	8.5%	77	5.2%	2	12.1%	6	31.6%	21	1.0%	0	10.9%	8	8.6%	6
Piddington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsden Village	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	3.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Rochester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Salcombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandford on Thames	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Solihull	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Southampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge, SO20 6EH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Stonesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.1%	1	0.0%	0
Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Tilehurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	1	0.0%	0
Winnersh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.7%	7	1.2%	1	2.0%	1	3.8%	2	3.0%	2	0.5%	0	0.0%	0
Wokingham	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7
Womborough Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Yattendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	901	44	51	65	52	78	71	86	147	23	61	86	55	82
Sample:	879	61	65	61	54	72	64	74	77	69	73	73	59	77

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13													
Q42 Which centre / facility did you last visit to go to a pub, bar, nightclub or social club?'																											
<i>Asked to those who go to pub/bars, nightclubs or a social club at Q39 AND Excl. Nulls & SFT</i>																											
Zone 2																											
Abingdon Town Centre	11.9%	77	64.7%	21	60.6%	29	44.7%	21	0.0%	0	1.8%	1	7.9%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Clifton Hampden	0.0%	0	0.8%	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	
Culham	0.1%	0	0.0%	0	0.7%	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	
Grove Village Centre	0.9%	6	0.0%	0	0.0%	0	1.0%	0	0.9%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%
Long Wittenham	0.2%	1	0.0%	0	2.9%	1	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	
Radley Village	0.1%	0	0.0%	0	0.7%	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	
Sutton Courtenay	1.0%	7	1.7%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 3																											
Cumnor Village Centre	0.2%	2	0.0%	0	0.0%	0	3.2%	2	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	
Dry Sandford Village Centre	0.1%	1	0.0%	0	1.4%	1	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	
Marcham	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	
Southmoor	0.4%	2	0.0%	0	0.0%	0	5.1%	2	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	
Steventon	0.7%	4	1.7%	1	0.0%	0	3.2%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sunningwell	0.2%	2	4.7%	2	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	
Zone 4																											
Faringdon Town Centre	3.6%	24	0.0%	0	0.0%	0	0.0%	0	42.9%	23	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fernham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	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	
Highworth	1.2%	8	0.0%	0	0.0%	0	0.0%	0	14.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longcot	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	
Shrivenham Village Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	8.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stanford in the Vale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Uffington Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 5																											
Ardington	0.1%	0	0.0%	0	0.7%	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	
Charney Bassett	0.2%	1	0.0%	0	0.0%	0	1.0%	0	0.9%	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	
East Hanney	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lambourn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	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	
Wantage Town Centre	4.8%	31	0.0%	0	3.8%	2	0.0%	0	0.9%	0	51.9%	25	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	
West Hanney Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 6																											
Didcot Town Centre	5.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	8	52.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
East Hagbourne	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	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	
Upton Village	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 7																											
Aldworth Village	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Benson	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Checkendon	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	
Cholsey Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crowmarsh Gifford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Goring	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipsden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulsoford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Pangbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
South Stoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Upper Basildon Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Wallingford Town Centre	6.7%	43	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.3%	2	44.6%	27
Whitchurch on Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Woodcotes Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Zone 8														
Burchetts Green	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0
Hare Hatch, Reading, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sonning, Reading, RG4 6UT	1.6%	10	3.9%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0
Twyford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waltham St Lawrence	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wargrave Village	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.0%	0
White Waltham Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Woodley	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
Zone 9														
Henley-on-Thames	5.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	14.1%	11
Zone 10														
Binfield Heath	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	6.4%	2
Chazey Heath	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Middle Assenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiplake	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	0
Stoke Row	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Zone 11														
Bledlow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	2.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	15
Lewknor	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Princes Risborough	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	15
Saunderton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Zone 12														
Chalgrove	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	5
Dorchester Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Garsington	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	5
Great Miltn Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Headington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horspath	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4
Marsh Baldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stadhampton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Warborough Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wheatley Village Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	6

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

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July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Zone 13														
Bishopstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Brill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12
Long Crendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Thame	5.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	23
Towersey Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Waddesdon Village	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Outside Catchment Area														
Amersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	6
Bampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Barnstaple	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bisham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blenheim Palace, Woodstock, OX20 1PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley	0.3%	2	0.0%	0	0.0%	0	3.2%	2	0.9%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgenorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Buckland Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bucklebury, Reading, RG7 6RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Burford	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	3.9%	1
Chessington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Cookham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Eastbury, RG17 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleach	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Evesham	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Fleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Histon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Hull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Kidlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Leamington Spa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade	0.6%	4	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Lichfield, WS13 6PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Marlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Littlemore, Oxford, OX4 4XP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
London City Centre	3.8%	25	0.0%	0	1.4%	1	10.0%	5	0.0%	0	0.0%	0	16.2%	13
Loweswater	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Maidenhead Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7
Maidstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow, SL7 1RR	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Marston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5
Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Minehead	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	6.9%	45	17.9%	6	8.5%	4	21.3%	10	2.0%	1	4.3%	2	15.2%	7
Piddington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsden Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Rochester	0.3%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Salcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandford on Thames	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge, SO20 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Swindon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.3%	2	3.8%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Tilehurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.6%
Weymouth	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	5.9%	5	0.0%	0	0.0%
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%	1	0.0%	0	0.0%
Witney	0.5%	3	0.0%	0	4.2%	2	1.0%	0	0.0%	1.8%	1	0.0%	0	0.0%
Wokingham	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	7.3%	6	0.0%	0	0.0%
Womborough Village	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Yattendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	649	32	49	47	54	49	48	60	79	15	36	64	51	64
Sample:	596	47	57	40	45	47	41	49	45	38	38	47	44	58

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q43 Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities														
<i>Asked to those who visit theatre/concert hall/museum/art galleries at Q39 AND Excl. Nulls & SFT</i>														
Zone 1														
Abingdon School, Park Road, Abingdon, OX14 1DE	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Northcourt, Northcourt Road, Abingdon, OX14 1PL	0.3%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Abbey Cinema, Abbey Close, Abingdon, OX14 3JD	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon County Hall Museum, Market Pl, Abingdon OX14 3HG	1.0%	6	10.1%	2	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	0.6%	4	0.0%	0	6.9%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendon Museum, High St, Long Wittenham, Abingdon OX14 4QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unicorn Theatre, Medieval Abbey Buildings, Checker Walk, Abingdon, OX14 3JB	0.1%	1	1.3%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Faringdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uffington Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Zone 5														
Lamborn	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
The Beacon, Portway, Wantage, OX12 9BX	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
The Vale & Downland Museum, Vale & Downland Museum & Visitor Centre, Church St, Wantage OX12 8BL	1.0%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0	7.8%	5	0.0%	0
Wantage Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Zone 6														
Cineworld, Station Road, Didcot, OX11 7NE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Cornerstone Arts Centre,	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	6.4%	2

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Station Road, Didcot, OX11 7NE																										
Didcot Town Centre	1.3%	7	0.0%	0	0.9%	0	0.0%	0	5.6%	2	2.3%	1	5.5%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Station Road, Didcot, OX11 7LL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																										
Cholsey Village Centre	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
Ipsden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	0	0.0%	0	0.0%	0
Sinodun Players Ltd, Market Place, Wallingford, OX10 0EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gallery, High Street, Wallingford, OX10 0BU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Zone 8																										
Oakwood Centre, Headley Road, Woodley, Reading, RG5 4JZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill at Sonning, Sonning Eye, Reading, RG4 6TY	1.6%	9	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7	5.1%	1	2.6%	1	0.0%	0	0.0%	0
Zone 9																										
Henley-on-Thames	2.5%	14	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	8.4%	8	27.1%	5	1.3%	0	0.0%	0	0.0%	0
Kenton Theatre, New Street, Henley-on-Thames, RG9 2BP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 10																										
Sonning Common	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																										
Bledlow Church, Church End, Bledlow, HP27 9PD	0.4%	2	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	4.1%	2
Garsington Opera, Wormsley Estate, Stokenchurch, High Wycombe, HP14 3YE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.1%	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	1.2%	0	0.0%	0
Zone 12																										
Aston Martin Heritage Trust, Drayton St Leonard, Wallingford OX10 7BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Abbey MuseumHigh St, Dorchester, Wallingford OX10 7HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Dorchester Village Centre	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
Stadhampton Village Centre	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
Wheatley Village Centre	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

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Zone 13																												
Thame	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5												
Thame Museum, High Street, Thame, OX9 3AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0												
Outside Catchment Area																												
Arlington Arts, Mary Hare, Newbury, RG14 3BQ	0.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0												
Ashmolean Museum, Beaumont St, Oxford OX1 2PH	4.4%	26	8.8%	2	4.4%	2	14.7%	6	4.8%	2	4.2%	2	14.5%	6	1.8%	1	0.0%	0	1.3%	0	2.5%	1	1.2%	0	3.5%	1	3.3%	2
Aylesbury Town Centre	3.3%	19	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	10.6%	4	0.0%	0	20.4%	12
Bagnall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	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
Basingstoke Town Centre	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	0.0%	0
Bate Collection of Musical Instruments, University of Oxford, St Aldate's, Oxford OX1 1DB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	3	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
Bath	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	4.4%	3	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	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	0.0%	0
Bournemouth	0.2%	1	2.7%	1	0.0%	0	0.0%	0	1.1%	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
Bristol Hippodrome, St Augustine's Parade, Bristol, BS1 4UZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	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	0.0%	0
Chichester Festival Theatre, Oaklands Way, Chichester, PO19 6AP	0.1%	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	0.8%	0
Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De Montfort University, Gateway House, Leicester, LE1 9BH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	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
Donnington Village Centre	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	0.0%	0
Goals Ruislip, Victoria Road, Ruislip, HA4 0JE	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Hall, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon, SN3 3SQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	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
Hatfield House, Great North Road, Hatfield, AL9 5HX	0.1%	1	0.0%	0	1.8%	1	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
Hayes	0.4%	2	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	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Hermitage Village Centre	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	0.0%	0
High Wycombe Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	16.6%	7	0.0%	0	0.0%	0	0.0%	0
History of Science Museum, Broad Street, Oxford, OX1	0.1%	0	0.0%	0	0.9%	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

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
3AZ																												
Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0												
Leicester Museum, New Walk, Leicester, LE1 7EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0												
London City Centre	32.9%	191	29.9%	6	24.5%	9	16.6%	7	13.6%	6	28.3%	16	18.8%	7	25.6%	15	49.8%	47	42.7%	7	56.5%	21	40.0%	17	29.4%	9	38.7%	23
Maidenhead Town Centre	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	0.0%	0
Malvern Theatres, Grange Road, Great Malvern, Malvern, WR14 3HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	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
Manchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.4%	2	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	4.1%	2
Modern Art Oxford, Pembroke St, Oxford OX1 1BP	0.6%	4	6.2%	1	0.0%	0	5.5%	2	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
Museum of Oxford, St Aldate's, Oxford OX1 1BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, Akeman Street, Tring, HP23 6AP	0.3%	2	0.0%	0	1.8%	1	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	1.7%	1
NEC Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Theatre, George Street, Oxford, OX1 2AG	5.7%	33	1.3%	0	5.2%	2	10.0%	4	9.2%	4	12.1%	7	11.5%	4	6.3%	4	0.0%	0	2.6%	1	2.5%	1	18.1%	5	0.0%	0	0.0%	0
Newbury Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norden Farm Centre for the Arts, Altwood Road, Maidenhead, SL6 4PF	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Luxe, King St, Maidenhead SL6 1DY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Ceramics Gallery, Walton St, Oxford OX2 6AA	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	0.0%	0
Oxford City Centre	13.3%	77	26.9%	5	15.8%	6	35.2%	15	20.9%	9	8.9%	5	20.8%	8	14.5%	9	1.8%	2	8.6%	1	8.8%	3	6.2%	3	22.8%	7	6.4%	4
Oxford Playhouse, Beaumont Street, Oxford, OX1 2LW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford University Museum of Natural History, Parks Rd, Oxford OX1 3PW	1.1%	6	0.0%	0	3.7%	1	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxfordshire Museum, Fletcher's House, Park Street, Woodstock, OX20 1SN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitt Rivers Museum, S Parks Rd, Oxford OX1 3PP	0.6%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhouse, Beaumont Street,	1.8%	11	7.5%	1	1.7%	1	3.4%	2	2.4%	1	1.5%	1	0.0%	0	1.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Oxford, OX1 2LW																												
Principality Stadium, Westgate Street, Cardiff, CF10 1NS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Reading Museum, Blagrove Street, Reading, RG1 1QH	0.1%	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	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.5%	9	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	2.6%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	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	0.0%	0
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stables Theatre, Stockwell Lane, Wavendon, Milton Keynes, MK17 8LU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Swan Theatre, St Mary Street, High Wycombe, HP11 2XE	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	7	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Swindon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	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
Thatcham Town Centre	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	0.0%	0
The Bullingdon, Cowley Road, Oxford, OX4 1UE	0.3%	2	0.0%	0	4.9%	2	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
The Hexagon, Queens Walk, Reading, RG1 7UA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
The Hippodrome, St Augustine's Parade, Bristol, BS1 4UZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Minack Theatre, Porthcurno, Penzance, TR19 6JU	0.1%	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	1.3%	0	0.0%	0	0.0%	0	0.0%	0
The Stanley Spencer Gallery, High St, Cookham, Maidenhead SL6 9SJ	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	0.0%	0
The Story Museum, Pembroke St, Oxford OX1 1BP	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	0.0%	0
The Watermill Theatre and Restaurant, Bagnor, Newbury, RG20 8AE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.8%	0	1.9%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Thames Street, Windsor, SL4 1PS	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	1.0%	6	0.0%	0	3.7%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0
Vue Cinema, Pioneer Centre, Bure Place, Bicester,	0.1%	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	0.8%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
OX26 6FA														
Warwick Castle, Warwick, CV34 4QU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside Theatre, Exchange Street, Aylesbury, HP20 1UG	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	4
Westgate Shopping Park, Queen Street, Oxford, OX1 1TR	0.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Theatre, Theatre Square, Swindon, SN1 1QN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	2	1.5%	1	0.0%	0
Yvonne Arnaud Theatre, Millbrook, Guildford, GU1 3UX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	580	20	38	44	44	58	38	60	95	17	37	42	30	59
Sample:	555	30	47	40	40	48	36	49	53	46	41	37	33	55

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q44 Which cinema did you last visit?														
<i>Asked to those who go to the cinema at Q39 AND Excl. Nulls & SFT</i>														
Zone 2														
Abingdon Town Centre	1.0%	7	7.6%	3	7.8%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Abbey Cinema, Abbey Cl, Abingdon OX14 3JD	5.4%	37	23.0%	8	37.3%	15	18.9%	8	0.0%	0	6.5%	4	3.7%	2
Zone 3														
Cumnor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry Sandford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Faringdon Regent Cinema, Gloucester St, Faringdon SN7 7JA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Wantage Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Zone 6														
Cineworld, Station Rd, Didcot OX11 7NE	9.2%	63	6.3%	2	14.5%	6	2.2%	1	0.0%	0	30.9%	19	35.2%	17
Didcot Town Centre	2.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	32.1%	16
Orchard Centre, Station Road, Didcot, OX11 7LL	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Zone 7														
Cholsey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corn Exchange, Market Place, Wallingford, OX10 0EG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Wallingford Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.7%	3
Zone 9														
Henley-on-Thames	3.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Regal Picturehouse, Boroma Way, Henley-on-Thames, RG9 2BZ	6.1%	42	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Zone 12														
Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13														
Long Crendon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area														
Aylesbury Town Centre	1.4%	10	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Brighton	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cabbots Circus Shopping Park, Bristol, BS1 3BD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Carterton Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Denmark St, High Wycombe HP11 2DB	6.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3
Cineworld, Eagle Lane, Bracknell, RG12 1BG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Marriotts Walk, Witney, OX28 6GW	1.2%	8	0.0%	0	0.0%	0	1.1%	0	15.6%	7	0.0%	0	0.0%	0
Cineworld, Victoria Rd, Swindon SN1 1FA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Whitehill Way, Shaw Ridge Leisure Park, Swindon SN5 7DN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Curzon, Westgate Shopping Centre, Oxford OX1 1NZ	2.3%	16	4.1%	1	0.0%	0	9.0%	4	0.0%	0	6.6%	4	7.4%	4
Donnington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinemas, Crest Road, High Wycombe, HP11 1UA	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SQ	5.0%	34	0.0%	0	0.0%	0	0.0%	0	69.9%	32	4.2%	3	0.0%	0
Everyman, Elms Road, Wokingham, RG40 2FE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Everyman, Ethorpe Crescent, Gerrards Cross, SL9 8PN	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Everyman, Southgate Street, Winchester, SO23 9EG	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Felinis Cinema, Church Street, Ambleside, LA22 0BT	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Hermitage Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	1.1%	8	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Maidenhead Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6
Manor House Hotel, Holsworthy Road, Okehampton, EX20 4NA	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Odean, Magdalen St, Oxford OX1 3AE	0.7%	5	0.0%	0	4.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Odeon Luxe, Bolebridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Street, Tamworth, B79 7PB														
Odeon Luxe, King St, Maidenhead SL6 1DY	5.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Luxe, The Exchange, Exchange Street, Aylesbury, HP20 1UR	5.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8
Odeon, Cinema Unit, New Asda Development, Anton Mill Road, Andover, SP10 2RW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, George St, Oxford OX1 2BL	0.4%	2	0.0%	0	0.8%	0	0.0%	0	2.3%	1	0.0%	0	0.9%	1
Oxford City Centre	3.2%	22	18.8%	7	5.6%	2	23.8%	10	2.3%	1	0.0%	0	3.1%	2
Phoenix Picturehouse, Walton Street, Oxford, OX2 6AE	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.3%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema De Lux, Loddon Bridge, Reading Road, Winnersh, Wokingham, RG41 5HG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Showcase Cinema, Loddon Bridge, Reading Road, Winnersh, Wokingham, RG41 5HG	5.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Parade Cinema, The Parade, Marlborough, SN8 1NE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.3%	2	0.0%	0
The Plaza, Lemon Street, Truro, TR1 2PN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ultimate Picture Palace, Jeune St, Cowley Rd, Oxford OX4 1BN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Festival Place New Market Square, Basingstoke, RG21 7BB	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Vue, Ozone Leisure Park, Grenoble Rd, Littlemore, Oxford OX4 4XP	17.5%	121	32.3%	11	25.1%	10	37.9%	16	5.4%	2	35.3%	22	14.7%	7
Vue, Pioneer Centre, Bure Place, Bicester, OX26 6FA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Vue, Riverside Rd, Reading RG1 2AG	3.2% 22	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	6.4% 4	5.7% 6	2.4% 0	17.1% 9	0.0% 0	6.7% 3	0.0% 0
Vue, The Kennet Centre, Newbury RG14 5EN	0.4% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.0% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weymouth	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Winnersh	0.5% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.3% 3	0.0% 0	1.9% 1	0.0% 0	0.0% 0	0.0% 0
Witney	0.1% 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	0.7% 0	0.0% 0	0.0% 0
Woodley	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	1.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Others														
Other	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	0.0% 0
Abroad	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	0.0% 0
(Don't know / can't remember)	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	0.0% 0
Weighted base:	688	35	40	43	45	63	49	57	113	20	51	68	44	60
Sample:	585	44	51	34	34	48	44	47	47	51	50	50	39	46

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q45 Which ten-pin bowling venue did you last visit?																												
<i>Asked to those who go ten pin bowling at Q39 AND Excl. Nulls & SFT</i>																												
Outside Catchment Area																												
Airport Bowl, Bath Road, Harlington, Hayes, UB3 5AL	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aylesbury Town Centre	0.8%	1	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	17.6%	1		
Bicester Town Centre	1.9%	2	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	39.8%	2		
Bracknell	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	3	31.1%	1	0.0%	0	0.0%	0	0.0%	0		
Cambridge Retail Park, Newmarket Road, Cambridge, CB5 8WR	0.4%	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	8.3%	0		
Eden Shopping Centre, Oxford Road, High Wycombe, HP11 2DQ	0.4%	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	32.2%	0	0.0%	0	0.0%	0	0.0%	0		
High Wycombe Town Centre	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	1	0.0%	0	61.9%	6	0.0%	0	0.0%	0		
Hollywood Bowl Oxford, Ozone Leisure Park, Grenoble Rd, Littlemore, Oxford OX4 4XP	61.6%	74	100.0%	8	100.0%	5	100.0%	11	32.1%	5	81.3%	8	85.4%	13	100.0%	10	0.0%	0	11.6%	0	0.0%	0	26.7%	2	100.0%	10	8.3%	0
Hollywood Bowl, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	67.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Milton Keynes	1.7%	2	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	11.4%	1	0.0%	0	17.6%	1		
Rogue Leisure, The Point, Gatehouse Way, Gatehouse Industrial Area, Aylesbury, HP19 8DB	0.4%	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	8.3%	0		
Spinners Crazy Golf & Bowling, Queens Walk, Reading RG1 7QF	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		
Tenpin Swindon, Whitehill Way, Shaw Ridge Leisure Park, Swindon SN5 7DN	10.1%	12	0.0%	0	0.0%	0	0.0%	0	67.9%	11	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Bowling Club, Reading Road, Wokingham, RG41 1EG	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Superbowl, Wellington Road,	7.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Wokingham, RG40 2NJ														
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	120	8	5	11	17	9	15	10	14	4	1	9	10	6
Sample:	77	8	4	5	9	7	11	4	6	4	2	5	6	6

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q46 Which bingo hall did you last visit?														
<i>Asked to those who go to bingo at Q39 AND Excl. Nulls & SFT</i>														
Zone 5														
Wantage Town Centre	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	0	0.0%	0
Zone 6														
Coronte Bingo, Broadway, Didcot OX11 8RU	52.1%	16	100.0%	3	100.0%	3	100.0%	0	0.0%	0	0.0%	0	71.1%	9
Didcot Town Centre	11.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	4	0.0%	0
Zone 11														
Village Hall, The Green, Longwick, Princes Risborough, HP27 9QY	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Horspath	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13														
Haddenham	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area														
BJ's Bingo, Gillette Way, Reading RG2 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo and The Slots Room, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Leisure Park, Worting Road, Basingstoke, RG22 6PG	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0
Buzz Bingo, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	67.8%	1	0.0%	0
Victoria Club, Kingsbury, Aylesbury, HP20 2HT	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	31	3	3	0	0	1	12	3	0	0	0	0	6	3
Sample:	31	3	2	1	0	2	12	1	0	0	0	1	5	4

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q47 Which casino did you last visit?														
<i>Asked to those who visit casino at Q39 AND Excl. Nulls & SFT</i>														
Outside Catchment Area														
Admiral Casino, Oxford St, High Wycombe HP11 2DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	46.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genting Casino, Richfield Ave, Reading RG1 8PA	45.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	100.0%	1
MERKUR Cashino (Slots), Threeways House, George St, Oxford OX1 2BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MERKUR Slots, Market Pl, Newbury RG14 5AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	7.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	6	0	0	0	0	0	1	1	0	1	0	0	3	0
Sample:	6	0	0	0	0	1	1	1	0	1	0	0	1	1

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q48 Which family oriented activity did you last visit?																												
<i>Asked to those who visit family orientated facilities at Q39 AND Excl. Nulls & SFT</i>																												
Zone 2																												
Abingdon Town Centre	21.1%	35	32.4%	3	24.8%	3	13.2%	1	43.8%	4	17.8%	3	40.7%	13	29.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	21.7%	3
Clifton Hampden	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	0.0%	0
Culham	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	0.0%	0
Grove Village Centre	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	0.0%	0
Long Wittenham	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	0.0%	0
Radley Village	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	0.0%	0
Sutton Courtenay	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	0.0%	0
Zone 3																												
Cumnor Village Centre	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	0.0%	0
Dry Sandford Village Centre	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	0.0%	0
Marcham	1.1%	2	0.0%	0	18.1%	2	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
Southmoor	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	0.0%	0
Steventon	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	0.0%	0
Sunningwell	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	0.0%	0
Zone 4																												
Faringdon Town Centre	0.7%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	2.3%	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
Fernham	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	0.0%	0
Highworth	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	0.0%	0
Longcot	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	0.0%	0
Shrivenham Village Centre	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	0.0%	0
Stanford in the Vale	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	0.0%	0
Uffington Village	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	0.0%	0
Zone 5																												
Ardington	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	0.0%	0
Charney Bassett	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	0.0%	0
East Hanney	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	0.0%	0
Lambourn	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	0.0%	0
Wantage Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hanney Village	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	0.0%	0
Zone 6																												
Didcot Town Centre	6.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	2	28.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hagbourne	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	0.0%	0
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	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	0.0%	0
Upton Village	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	0.0%	0
Zone 7																												
Aldworth Village	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	0.0%	0
Benson	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	0.0%	0
Checkendon	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	0.0%	0
Cholsey Village Centre	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	0.0%	0
Crowmarsh Gifford	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	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Goring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipsden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.6%	1	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	4.3%	1
South Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Basildon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	3.4%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	1	26.2%	5	0.0%	0
Whitchurch on Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodcotes Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Burchetts Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare Hatch, Reading, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning, Reading, RG4 6UT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham St Lawrence	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wargrave Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Waltham Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0
Zone 9														
Henley-on-Thames	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	0	50.0%	1
Zone 10														
Binfield Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chazey Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Assenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiplake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Row	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Bledlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewknor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saunderton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Chalgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Miltn Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.8%
Horspath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Baldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadhampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warborough Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Zone 13														
Bishopstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Crendon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.1%
Thame	4.4%	7	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	40.0%
Towersey Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waddesdon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area														
Amersham	0.4%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Shopping Park, Shopping Park, Cambridge Cl, Aylesbury HP20 1DG (Curry's, Homesense, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnstaple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.4%	2	0.0%	0	0.0%	30.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bisham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blenheim Palace, Woodstock, OX20 1PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne End	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgenorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Bicester Rd, Aylesbury HP19 8BU (Halfords, Dunelm, The Range)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.1%
Buckingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckland Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucklebury, Reading, RG7 6RR	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Burford	1.0%	2	0.0%	0	3.2%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Cardiff	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
Carterton Town Centre	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
Caversham	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chessington	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	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
Cirencester	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
Clanfield Village	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
Compton	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
Cookham	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
Cowley	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
Dinton	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
Donnington Village Centre	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
Dudley	0.2%	0	2.7%	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
Earley	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
Eastbury, RG17 7JN	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
Eastleach	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
Evesham	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
Exmouth	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
Filey	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
Fleet	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
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (Homesense, Furniture Village, DFS)	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
Gerrards Cross	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
Gloucester	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	3	0.0%	0	0.0%	0	0.0%	0
Great Missenden	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
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	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
Henton	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
Hermitage Village Centre	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
High Wycombe Town Centre	8.0%	13	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	5	0.0%	0	0.0%	0	33.1%	3	45.0%	5	0.0%	0
Histon	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
Hook Norton	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
Hull	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
Kidlington	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
Leamington Spa	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
Lechlade	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
Leeds	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
Leicester	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
Leigh	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
Lichfield, WS13 6PR	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

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlemore, Oxford, OX4 4XP	4.6%	8	12.9%	1	0.0%	0	0.0%	0	26.9%	2	0.0%	0	0.0%	0
London City Centre	3.2%	5	12.9%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	1.0%	0
Loveswater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	5.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow, SL7 1RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Minehead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	7.3%	12	26.2%	2	15.8%	2	12.5%	1	0.0%	0	0.0%	0	11.5%	4
Piddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsden Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Reading Town Centre	6.1%	10	0.0%	0	18.1%	2	0.0%	0	0.0%	0	0.0%	0	13.6%	3
Rochester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandford on Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford OX2 0JJ (B&Q, Dreams, Decathlon)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge, SO20 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	6.2%	10	12.9%	1	0.0%	0	30.9%	2	17.5%	2	28.3%	5	0.0%	0
Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford OX4 3JP (Asda Living, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13		
Tilehurst	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Tring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	1.0%	2	0.0%	0	6.7%	1	0.0%	0	11.8%	1	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Womborough Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yattendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	168	10	10	8	9	19	31	19	24	3	2	9	12	13		
Sample:	107	10	11	7	6	14	20	7	7	3	2	4	9	7		

Vale of White Horse and South Oxfordshire Town Centres and Retail Study

for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q49 Which leisure facilities would you like to see more of in the area? [MR]																												
Indoor swimming pool	7.3%	103	5.5%	3	6.4%	5	1.5%	2	6.7%	6	6.8%	9	8.2%	9	16.5%	21	5.2%	11	4.0%	1	14.0%	13	4.0%	6	16.0%	15	1.5%	2
Leisure facilities / activities for young children	5.7%	80	14.8%	9	6.4%	5	6.8%	7	3.5%	3	9.6%	12	16.6%	18	8.5%	11	0.4%	1	0.0%	0	2.4%	2	0.7%	1	3.9%	4	5.1%	7
Outdoor swimming pool	5.4%	76	6.5%	4	3.0%	2	0.5%	0	4.8%	5	3.6%	5	10.0%	11	5.0%	6	8.1%	17	1.8%	1	9.5%	9	5.0%	7	7.3%	7	1.8%	2
Swimming pool	5.4%	75	5.9%	4	6.5%	5	5.3%	5	5.6%	5	5.2%	7	10.5%	11	7.5%	10	1.2%	3	2.8%	1	7.5%	7	5.7%	8	7.6%	7	2.2%	3
Leisure facilities / activities for teenagers	5.2%	73	14.4%	9	7.4%	6	6.3%	6	0.5%	0	8.3%	11	8.9%	10	7.3%	9	2.3%	5	0.0%	0	2.9%	3	0.7%	1	7.7%	7	4.7%	6
Cinema	5.0%	70	5.2%	3	4.4%	3	4.8%	5	4.1%	4	17.3%	22	0.0%	0	1.3%	2	0.0%	0	0.0%	0	3.9%	4	10.8%	15	0.0%	0	9.3%	12
Bowling alley (ten-pin bowling)	3.2%	45	4.6%	3	2.8%	2	5.6%	6	0.0%	0	4.6%	6	11.6%	12	0.0%	0	5.0%	11	0.0%	0	2.6%	2	2.1%	3	0.0%	0	0.0%	0
Leisure / sports centre	3.1%	44	2.3%	1	0.0%	0	1.5%	2	5.3%	5	13.0%	17	3.8%	4	0.8%	1	4.3%	9	0.6%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
More sports facilities (football pitches, tennis courts)	3.1%	44	1.9%	1	0.9%	1	0.0%	0	0.5%	0	10.7%	14	6.0%	6	1.7%	2	4.1%	9	2.4%	1	0.0%	0	3.8%	5	1.2%	1	2.1%	3
Restaurants	2.7%	38	6.2%	4	1.7%	1	2.3%	2	0.0%	0	2.6%	3	3.1%	3	0.0%	0	1.6%	3	0.0%	0	3.5%	3	12.1%	17	0.0%	0	0.8%	1
Health and fitness venues (including gyms)	2.5%	35	1.9%	1	2.0%	2	0.5%	0	1.6%	2	3.5%	5	4.6%	5	4.1%	5	2.2%	5	4.0%	1	0.0%	0	3.9%	5	2.3%	2	1.8%	2
Leisure facilities / activities for families	2.2%	30	1.9%	1	5.3%	4	3.4%	3	0.0%	0	5.6%	7	3.8%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	1.8%	2
Better shopping facilities	1.9%	27	15.9%	10	3.3%	3	1.0%	1	2.1%	2	0.0%	0	0.3%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	3.5%	5	0.0%	0	1.8%	2
Indoor soft play areas	1.9%	27	4.2%	3	2.4%	2	0.0%	0	0.0%	0	3.4%	4	14.2%	15	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	1.8%	26	0.0%	0	2.1%	2	1.0%	1	0.0%	0	1.6%	2	3.7%	4	2.4%	3	0.0%	0	3.4%	1	0.0%	0	6.7%	9	2.7%	2	0.8%	1
Live music venues	1.7%	24	1.3%	1	2.5%	2	0.5%	0	1.0%	1	1.6%	2	5.9%	6	2.0%	3	0.4%	1	0.0%	0	0.5%	0	3.5%	5	3.2%	3	0.0%	0
Cycle paths / area	1.5%	21	1.9%	1	0.0%	0	2.0%	2	1.1%	1	0.3%	0	4.5%	5	0.0%	0	0.8%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.8%	9
Ice rink	1.4%	20	2.3%	1	2.4%	2	2.8%	3	0.4%	0	1.9%	2	0.3%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	3.9%	5	0.0%	0	2.1%	3
Bars / pubs	1.4%	20	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.9%	2	7.6%	8	0.4%	1	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play spaces / park facilities	1.4%	19	3.9%	2	0.4%	0	0.0%	0	0.0%	0	2.9%	4	3.7%	4	0.0%	0	0.4%	1	0.0%	0	1.0%	1	2.1%	3	1.7%	2	2.1%	3
Theatres	1.3%	19	2.8%	2	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0	1.0%	1	3.5%	5	1.7%	2	2.9%	4
Food / farmers markets	1.3%	18	1.9%	1	0.0%	0	2.3%	2	0.0%	0	1.6%	2	4.7%	5	2.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.1%	1	0.0%	0
Waterpark	1.3%	18	0.0%	0	0.0%	0	2.4%	2	1.6%	2	2.3%	3	0.6%	1	0.0%	0	2.2%	5	0.6%	0	0.0%	0	2.1%	3	0.0%	0	2.1%	3
Indoor trampoline parks	1.2%	17	1.9%	1	2.4%	2	0.0%	0	0.0%	0	3.4%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0
Skateboarding	1.2%	17	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	2.0%	3	4.3%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Leisure facilities / activities for the elderly	1.1%	16	3.2%	2	2.2%	2	0.5%	0	0.0%	0	3.3%	4	2.0%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	2.2%	3
Climbing centres	1.1%	15	4.3%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Outdoor tennis Courts	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.7%	2	0.0%	0	3.7%	8	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor tennis courts	0.8%	12	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.2%	3	3.1%	3	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline centre	0.8%	11	0.0%	0	2.4%	2	2.4%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crazy golf	0.7%	10	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	1.7%	2	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Coffee shops / cafes	0.7%	10	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.2%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Obstacle courses	0.6%	9	1.9%	1	2.4%	2	0.0%	0	0.0%	0	1.6%	2	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor gyms	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	2.0%	3	0.0%	0	0.6%	0	0.0%	0	1.7%	2	1.2%	1	0.0%	0
Art galleries	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.4%	1	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance facilities	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	3	0.0%	0	0.8%	1
Museums	0.4%	6	0.0%	0	2.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Outdoor festivals / events	0.4%	5	0.0%	0	2.0%	2	2.4%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Theme park	0.3%	5	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	1.7%	2	0.0%	0	1.8%	2		
Ski / snowboarding	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0		
Extreme sports	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Community centre	0.3%	4	0.4%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Karting	0.2%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outdoor Tai Chi classes	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Street carnivals	0.2%	2	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	1.7%	2	0.0%	0	0.0%	0		
Soft play	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0		
Concert hall / venue	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0		
Hotels	0.1%	2	0.0%	0	2.5%	2	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		
Casino	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Table tennis facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shooting / gun club	0.0%	1	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	0.6%	1	0.0%	0		
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Nothing)	45.3%	636	37.2%	24	39.0%	30	53.3%	54	59.2%	57	32.3%	41	25.3%	27	44.6%	57	46.8%	100	62.6%	23	58.7%	55	38.4%	53	48.7%	45	54.1%	70
(Don't know)	7.9%	112	8.0%	5	11.9%	9	8.0%	8	4.9%	5	10.2%	13	4.7%	5	8.5%	11	8.8%	19	9.2%	3	6.4%	6	5.1%	7	7.2%	7	10.5%	14
Weighted base:	1405	63	78	101	96	128	107	128	214	37	94	137	93	130														
Sample:	1405	102	100	101	100	120	100	121	121	100	100	120	100	120														

Q50 How do you normally travel when visiting leisure destinations?

Car / van (as driver)	69.4%	840	54.6%	30	61.6%	40	66.2%	58	84.8%	64	68.1%	74	64.1%	64	72.9%	82	81.5%	151	37.8%	12	72.6%	60	69.9%	82	66.3%	51	63.5%	72
Car / van (as passenger)	7.7%	93	7.3%	4	11.2%	7	9.8%	9	3.4%	3	12.5%	14	4.6%	5	11.1%	12	2.6%	5	6.4%	2	4.0%	3	4.2%	5	13.4%	10	12.8%	14
Bus, minibus or coach	5.6%	68	14.2%	8	2.6%	2	16.9%	15	2.0%	1	3.8%	4	2.4%	2	4.6%	5	3.8%	7	1.4%	0	7.2%	6	2.9%	3	12.3%	9	3.4%	4
Motorcycle, scooter or moped	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	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Walk	11.3%	137	15.3%	8	19.9%	13	2.2%	2	2.6%	2	8.5%	9	21.8%	22	5.1%	6	9.7%	18	37.8%	12	11.8%	10	17.7%	21	2.8%	2	10.9%	12
Taxi	0.1%	2	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Train	0.9%	11	0.0%	0	1.1%	1	0.0%	0	0.7%	0	0.0%	0	5.2%	5	1.0%	1	0.9%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bicycle	1.9%	23	4.6%	3	1.5%	1	4.4%	4	1.4%	1	3.8%	4	0.0%	0	3.3%	4	0.9%	2	0.0%	0	1.2%	1	0.0%	0	2.0%	2	2.4%	3
Mobility scooter / disability vehicle	0.2%	2	0.5%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	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	0.0%	0
(Don't know / varies)	2.9%	36	3.1%	2	1.6%	1	0.6%	0	3.8%	3	3.0%	3	1.8%	2	1.5%	2	0.4%	1	15.1%	5	2.7%	2	4.9%	6	3.2%	2	6.1%	7
Weighted base:	1211	55	64	88	76	109	99	113	185	31	83	117	77	113														
Sample:	1183	84	85	84	73	104	91	103	104	83	91	99	80	102														

GEN Gender of respondent.

Male	38.0%	534	34.9%	22	41.3%	32	24.1%	24	38.9%	37	37.3%	48	36.0%	39	32.3%	41	35.2%	75	29.3%	11	41.2%	39	47.4%	65	45.7%	42	44.6%	58
Female	62.0%	872	65.1%	41	58.7%	46	75.9%	76	61.1%	58	62.7%	80	64.0%	69	67.7%	87	64.8%	139	70.7%	26	58.8%	55	52.6%	72	54.3%	50	55.4%	72
Weighted base:	1405	63	78	101	96	128	107	128	214	37	94	137	93	130														
Sample:	1405	102	100	101	100	120	100	121	121	100	100	120	100	120														

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		
AGE Could I ask how old you are please?																												
18 – 24 years	8.3%	117	9.7%	6	8.1%	6	4.6%	5	2.5%	2	7.9%	10	7.0%	8	9.9%	13	9.1%	20	8.5%	3	7.1%	7	10.4%	14	8.1%	7	12.4%	16
25 – 34 years	10.0%	141	17.4%	11	8.1%	6	11.5%	12	5.0%	5	11.0%	14	12.7%	14	9.9%	13	7.3%	16	5.7%	2	11.8%	11	12.2%	17	5.4%	5	12.4%	16
35 – 44 years	16.8%	236	18.4%	12	21.7%	17	5.5%	6	17.8%	17	16.8%	21	40.1%	43	7.0%	9	13.0%	28	20.3%	8	5.6%	5	24.8%	34	15.9%	15	16.9%	22
45 – 54 years	19.9%	279	18.1%	11	18.9%	15	28.6%	29	15.5%	15	24.4%	31	18.9%	20	22.5%	29	24.6%	53	5.9%	2	24.5%	23	14.4%	20	11.1%	10	16.6%	22
55 – 64 years	19.4%	272	14.5%	9	22.4%	17	21.3%	21	28.5%	27	23.5%	30	13.0%	14	20.0%	26	20.1%	43	15.0%	6	21.9%	21	12.3%	17	21.3%	20	16.4%	21
65+ years	25.6%	360	21.9%	14	20.8%	16	28.5%	29	30.8%	29	16.4%	21	8.2%	9	30.6%	39	26.0%	56	44.6%	17	29.2%	27	25.9%	35	38.2%	35	25.3%	33
(Refused)	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	0.0%	0
Weighted base:	1405			63		78		101		96		128		107		128		214		37		94		137		93		130
Sample:	1405			102		100		101		100		120		100		121		121		100		100		120		100		120

QUOTA Zone:

Zone 1	4.5%	63	100.0%	63	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
Zone 2	5.5%	78	0.0%	0	100.0%	78	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
Zone 3	7.2%	101	0.0%	0	0.0%	0	100.0%	101	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
Zone 4	6.8%	96	0.0%	0	0.0%	0	0.0%	0	100.0%	96	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
Zone 5	9.1%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	128	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
Zone 6	7.7%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	9.1%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	15.2%	214	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	214	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	2.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	6.7%	94	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	100.0%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	9.7%	137	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	100.0%	137	0.0%	0	0.0%	0	0.0%	0
Zone 12	6.6%	93	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	100.0%	93	0.0%	0	0.0%	0
Zone 13	9.2%	130	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	100.0%	130		
Weighted base:	1405			63		78		101		96		128		107		128		214		37		94		137		93		130		
Sample:	1405			102		100		101		100		120		100		121		121		100		100		120		100		120		

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
PC Postcode sector:														
HP14 3	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP14 4	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP17 8	2.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP18 0	2.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP18 9	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP27 0	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP27 9	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX1 5	1.2%	17	0.0%	0	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0
OX10 0	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	14	0.0%	0
OX10 6	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	14	0.0%	0
OX10 7	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX10 8	1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	23	0.0%	0
OX10 9	2.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	30	0.0%	0
OX11 0	0.9%	12	0.0%	0	0.0%	0	0.0%	0	9.6%	12	0.0%	0	0.0%	0
OX11 6	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0
OX11 7	3.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.9%	43	0.0%	0
OX11 8	2.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	36	0.0%	0
OX11 9	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	20	0.0%	0
OX12 0	2.4%	33	0.0%	0	0.0%	0	0.0%	0	25.9%	33	0.0%	0	0.0%	0
OX12 7	1.7%	24	0.0%	0	0.0%	0	0.0%	0	18.5%	24	0.0%	0	0.0%	0
OX12 8	0.8%	12	0.0%	0	0.0%	0	0.0%	0	9.2%	12	0.0%	0	0.0%	0
OX12 9	2.3%	32	0.0%	0	0.0%	0	0.0%	0	24.8%	32	0.0%	0	0.0%	0
OX13 5	2.0%	28	0.0%	0	0.0%	0	27.7%	28	0.0%	0	0.0%	0	0.0%	0
OX13 6	2.1%	29	0.0%	0	0.0%	0	28.9%	29	0.0%	0	0.0%	0	0.0%	0
OX14 1	2.7%	39	61.1%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX14 2	1.3%	19	0.0%	0	24.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX14 3	2.2%	31	0.0%	0	39.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX14 4	2.0%	28	0.0%	0	35.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX14 5	1.8%	25	38.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX2 9	1.9%	27	0.0%	0	0.0%	0	26.4%	27	0.0%	0	0.0%	0	0.0%	0
OX3 9	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX33 1	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX39 4	3.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX44 7	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX44 9	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX49 5	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX9 2	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX9 3	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX9 7	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG10 0	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8	0.0%	0
RG10 8	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	22	0.0%	0
RG10 9	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	21	0.0%	0
RG17 8	0.5%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0
RG20 6	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0
RG20 7	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
RG4 6	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG4 7	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG4 9	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG5 4	3.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG8 0	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG8 7	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG8 8	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG8 9	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 1	2.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 2	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 3	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 4	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 5	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 6	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 3	3.4%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 5	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 6	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL7 2	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN6 7	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN6 8	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN7 7	3.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN7 8	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1405	63	78	101	96	128	107	128	214	37	94	137	93	130
Sample:	1405	102	100	101	100	120	100	121	121	100	100	120	100	120

Appendix 2:

Data Tabulations

By Q30 (Weighted)

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

July 2022

	Total	Q30: Didcot Town Centre	Q30: Henley-on-Th ames Town Centre	Q30: Abingdon Town Centre	Q30: Wallingford Town Centre	Q30: Thame Town Centre	Q30: Wantage Town Centre	Q30: Faringdon Town Centre	Q30: Botley local centre	Q30: Millbrook Square, Grove local centre	Q30: Savile Way, Grovelands local centre											
Q30 Which of those centres have you visited the most in the last 6 month? [PR]																						
<i>Those who visit one of the centres at Q29</i>																						
Didcot Town Centre	15.8%	190	100.0%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Henley-on-Thames Town Centre	21.2%	255	0.0%	0	100.0%	255	0.0%	0	0.0%	0	0.0%	0										
Abingdon Town Centre	16.6%	200	0.0%	0	0.0%	0	100.0%	200	0.0%	0	0.0%	0										
Wallingford Town Centre	10.1%	121	0.0%	0	0.0%	0	0.0%	0	100.0%	121	0.0%	0										
Thame Town Centre	17.7%	213	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	213										
Wantage Town Centre	7.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	84									
Faringdon Town Centre	5.9%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	71								
Botley local centre	3.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	37							
Millbrook Square, Grove local centre (inc. Tesco Express)	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	21						
Savile Way, Grovelands local centre (inc. Co-op)	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	10					
Weighted base:		1204		190		255		200		121		213		84		71		37		21		10
Sample:		1210		183		244		235		118		193		96		69		43		20		9

Vale of White Horse and South Oxfordshire Town Centres and Retail Study

for Nexus Planning

Weighted:

July 2022

	Total	Q30: Didcot Town Centre	Q30: Henley-on-Th ames Town Centre	Q30: Abingdon Town Centre	Q30: Wallingford Town Centre	Q30: Thame Town Centre	Q30: Wantage Town Centre	Q30: Faringdon Town Centre	Q30: Botley local centre	Q30: Millbrook Square, Grove local centre	Q30: Savile Way, Grovelands local centre											
Q31 What do you like about (CENTRE MENTIONED AT Q30)? [MR]																						
<i>Those who visit one of the centres at Q29</i>																						
Close to home	37.9%	457	36.4%	69	29.8%	76	36.0%	72	35.5%	43	38.2%	82	62.2%	52	44.6%	32	44.9%	17	45.7%	10	42.7%	4
Attractive environment / nice place / the river	19.7%	237	5.8%	11	38.9%	99	14.9%	30	22.9%	28	27.8%	59	6.9%	6	3.6%	3	2.7%	1	0.0%	0	0.0%	0
Good cafés / restaurants / take-aways	9.9%	119	5.5%	10	15.9%	41	11.7%	23	12.5%	15	5.5%	12	2.6%	2	12.3%	9	0.0%	0	27.0%	6	9.1%	1
You can get everything you need there	8.2%	99	12.6%	24	8.5%	22	6.3%	13	5.2%	6	8.3%	18	12.1%	10	5.1%	4	1.4%	1	9.6%	2	0.0%	0
Nice atmosphere / friendly people	7.6%	92	2.7%	5	8.5%	22	3.6%	7	9.5%	12	17.3%	37	9.8%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Shops - good range of non-food shops generally	7.4%	89	16.1%	31	3.5%	9	3.8%	8	8.3%	10	8.5%	18	5.3%	4	2.9%	2	12.2%	5	10.0%	2	0.0%	0
Shops - good range of independent shops	7.3%	88	1.1%	2	11.6%	30	2.9%	6	13.6%	16	12.5%	27	2.3%	2	6.9%	5	1.3%	0	2.0%	0	0.0%	0
Parking - it's easy to find a space	6.3%	76	10.9%	21	6.7%	17	2.0%	4	9.4%	11	6.2%	13	7.7%	6	0.7%	0	0.0%	0	11.3%	2	0.0%	0
Familiar / know where everything is	5.4%	65	5.4%	10	5.2%	13	5.9%	12	6.0%	7	5.6%	12	7.7%	6	4.1%	3	1.4%	1	0.0%	0	0.0%	0
Parking - it's free	4.3%	52	5.3%	10	1.1%	3	7.9%	16	3.8%	5	7.8%	17	0.3%	0	0.7%	0	0.0%	0	4.2%	1	0.0%	0
Shops - good range of supermarkets	4.3%	52	6.5%	12	1.0%	3	4.7%	9	3.8%	5	2.1%	4	2.1%	2	9.9%	7	12.9%	5	11.7%	2	21.4%	2
Shops - good range of quality shops	3.8%	46	8.6%	16	2.2%	6	2.6%	5	2.4%	3	4.7%	10	1.6%	1	0.0%	0	2.7%	1	17.7%	4	0.0%	0
Close to work / en route to work	3.8%	45	2.4%	5	1.9%	5	7.6%	15	0.6%	1	4.1%	9	4.9%	4	7.5%	5	2.7%	1	0.0%	0	9.1%	1
Easy to get to on foot	3.8%	45	8.9%	17	1.6%	4	7.5%	15	3.1%	4	0.0%	0	2.3%	2	2.2%	2	1.3%	0	6.2%	1	0.0%	0
Easy to get to by car	3.2%	39	5.7%	11	1.4%	4	1.9%	4	2.2%	3	3.5%	7	5.0%	4	0.7%	0	8.6%	3	12.0%	3	0.0%	0
Traditional / quaint	3.2%	38	0.0%	0	2.3%	6	1.9%	4	2.1%	3	10.2%	22	2.0%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Shops - good range of 'high street' retailers	3.0%	36	12.3%	23	0.4%	1	1.9%	4	0.9%	1	1.6%	3	0.5%	0	4.0%	3	1.4%	1	0.0%	0	0.0%	0
Good layout / shops close together	2.8%	33	3.8%	7	1.8%	5	1.7%	3	2.3%	3	3.4%	7	6.3%	5	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Good market	2.4%	29	0.3%	1	0.9%	2	0.3%	1	3.4%	4	6.7%	14	5.9%	5	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.3%	28	2.4%	5	3.9%	10	3.0%	6	3.4%	4	0.5%	1	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Compact shopping environment	2.0%	24	1.6%	3	2.6%	7	1.4%	3	3.4%	4	3.2%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	2.0%	24	2.5%	5	0.8%	2	1.9%	4	0.0%	0	3.7%	8	1.8%	2	0.7%	1	1.4%	1	11.5%	2	0.0%	0
Quiet / not busy	1.8%	21	0.0%	0	1.0%	3	2.2%	4	8.6%	10	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets / well	1.8%	21	1.6%	3	2.5%	6	1.4%	3	2.7%	3	1.3%	3	0.0%	0	0.7%	0	6.4%	2	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Q30: Didcot Town Centre	Q30: Henley-on-Th ames Town Centre	Q30: Abingdon Town Centre	Q30: Wallingford Town Centre	Q30: Thame Town Centre	Q30: Wantage Town Centre	Q30: Faringdon Town Centre	Q30: Botley local centre	Q30: Millbrook Square, Grove local centre	Q30: Savile Way, Grovelands local centre											
maintained																						
Shops - good range of clothing shops	1.5%	19	4.8%	9	0.2%	0	0.0%	0	3.3%	4	2.1%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	1.3%	15	2.7%	5	1.4%	4	0.5%	1	0.8%	1	1.1%	2	0.8%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.1%	14	0.3%	1	0.6%	2	0.9%	2	2.6%	3	1.3%	3	3.4%	3	0.7%	0	1.3%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	1.1%	13	0.8%	2	1.6%	4	2.7%	5	0.0%	0	0.5%	1	0.5%	0	0.7%	0	1.3%	0	0.0%	0	0.0%	0
Good pubs / bars	1.0%	12	0.0%	0	1.3%	3	0.8%	2	1.4%	2	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to other services / facilities	0.8%	10	0.5%	1	0.4%	1	0.2%	0	1.3%	2	0.2%	0	0.6%	0	4.8%	3	0.0%	0	4.2%	1	9.1%	1
Good for financial services (e.g. banks / building societies)	0.8%	10	1.0%	2	0.5%	1	0.9%	2	0.4%	1	1.6%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's cheap	0.7%	8	0.6%	1	0.3%	1	0.8%	2	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bicycle	0.6%	7	1.4%	3	0.0%	0	0.6%	1	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of bakers / butchers / greengrocers	0.5%	6	0.0%	0	0.5%	1	1.4%	3	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.5%	6	0.3%	1	1.6%	4	0.0%	0	0.4%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.4%	5	0.8%	2	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feel safe / friendly people	0.4%	5	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.2%	1	0.0%	0	2.2%	2	1.3%	0	0.0%	0	4.3%	0
Good disabled access	0.3%	4	0.6%	1	0.4%	1	0.6%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free areas / pedestrianisation	0.3%	3	1.1%	2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.1%	2	0.8%	2	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
General convenience	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	7.2%	86	6.6%	12	6.2%	16	11.6%	23	3.2%	4	2.9%	6	3.7%	3	20.4%	14	16.7%	6	2.3%	0	4.3%	0
(Don't know)	1.9%	23	1.9%	4	1.2%	3	4.2%	8	0.0%	0	0.5%	1	1.6%	1	1.4%	1	12.4%	5	2.3%	0	0.0%	0
Weighted base:	1204		190		255		200		121		213		84		71		37		21		10	
Sample:	1210		183		244		235		118		193		96		69		43		20		9	

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Q30: Didcot Town Centre	Q30: Henley-on-Th ames Town Centre	Q30: Abingdon Town Centre	Q30: Wallingford Town Centre	Q30: Thame Town Centre	Q30: Wantage Town Centre	Q30: Faringdon Town Centre	Q30: Botley local centre	Q30: Millbrook Square, Grove local centre	Q30: Savile Way, Grovelands local centre											
Q32 Is there anything you dislike about (CENTRE MENTIONED AT Q30)? [MR]																						
<i>Those who visit one of the centres at Q29</i>																						
Shops - need more / better range of non-food shops generally	9.2%	111	3.3%	6	3.7%	10	24.8%	50	3.0%	4	2.5%	5	18.1%	15	20.5%	15	14.4%	5	2.0%	0	9.1%	1
Parking - not enough spaces available	8.8%	106	6.5%	12	15.9%	41	3.7%	7	8.5%	10	10.5%	22	4.9%	4	3.7%	3	4.0%	2	17.7%	4	9.1%	1
Traffic congestion	7.2%	87	12.4%	24	12.6%	32	5.4%	11	2.6%	3	0.0%	0	5.2%	4	4.2%	3	24.7%	9	2.0%	0	0.0%	0
Too many empty shops	5.0%	60	6.4%	12	3.4%	9	10.4%	21	0.9%	1	0.0%	0	4.4%	4	14.9%	11	2.7%	1	9.6%	2	0.0%	0
Shops - need more / better clothes shops	4.8%	58	4.1%	8	1.1%	3	9.5%	19	0.9%	1	2.7%	6	17.5%	15	9.3%	7	1.3%	0	0.0%	0	0.0%	0
Too many coffee shops.	4.2%	50	0.3%	1	4.1%	10	10.2%	20	8.4%	10	0.0%	0	4.4%	4	7.1%	5	0.0%	0	0.0%	0	0.0%	0
Shops - need more 'high street' retailers	4.0%	48	3.2%	6	1.1%	3	11.4%	23	4.8%	6	1.3%	3	8.3%	7	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Shops - need more independent shops	3.8%	46	2.1%	4	2.6%	7	8.8%	18	5.1%	6	0.2%	0	7.0%	6	1.5%	1	10.4%	4	0.0%	0	0.0%	0
Too many charity shops	3.3%	40	1.1%	2	3.3%	8	6.8%	14	4.3%	5	0.7%	2	9.8%	8	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more quality shops	3.1%	38	0.2%	0	3.0%	8	9.3%	19	0.9%	1	0.2%	0	11.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs an update / revamp	2.5%	30	5.7%	11	1.6%	4	4.9%	10	0.0%	0	0.5%	1	0.0%	0	2.2%	2	2.7%	1	9.6%	2	0.0%	0
Shops - need more affordable shops	2.2%	26	0.2%	0	4.3%	11	2.1%	4	0.4%	1	2.9%	6	3.9%	3	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Dirty streets / poorly maintained	1.9%	23	3.7%	7	0.8%	2	4.1%	8	2.1%	3	0.0%	0	0.5%	0	3.7%	3	1.4%	1	0.0%	0	0.0%	0
Parking - no free parking	1.6%	19	1.5%	3	1.6%	4	4.0%	8	0.0%	0	1.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - expensive parking	1.5%	18	0.4%	1	0.8%	2	2.7%	5	0.7%	1	3.0%	6	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough financial services (e.g. banks / building societies)	1.3%	16	1.1%	2	0.1%	0	0.0%	0	2.5%	3	0.9%	2	0.0%	0	11.8%	8	0.0%	0	0.0%	0	0.0%	0
Lack of security / don't feel safe	1.3%	16	4.4%	8	0.0%	0	0.2%	0	1.4%	2	1.1%	2	1.1%	1	1.5%	1	0.0%	0	4.2%	1	0.0%	0
Not enough / poor quality cafés / restaurants	1.2%	15	2.5%	5	0.2%	0	1.3%	3	2.5%	3	0.7%	2	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0
Shops - need more / better range of supermarkets	1.1%	13	0.0%	0	0.3%	1	1.6%	3	2.5%	3	1.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Too many hairdressers	1.1%	13	0.0%	0	0.0%	0	3.1%	6	0.9%	1	0.0%	0	2.5%	2	1.5%	1	0.0%	0	11.4%	2	0.0%	0
Poor atmosphere / unfriendly people	0.9%	11	3.7%	7	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	1.3%	0	0.0%	0	0.0%	0
Too busy / noisy	0.8%	10	1.6%	3	1.3%	3	0.0%	0	0.0%	0	1.3%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much construction going on / road works	0.7%	9	1.0%	2	0.0%	0	1.5%	3	0.4%	1	0.0%	0	2.8%	2	0.7%	0	1.3%	0	0.0%	0	0.0%	0
Needs more aimed at the younger generations	0.7%	9	1.9%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic pollution/poor air	0.7%	9	0.8%	2	1.5%	4	0.2%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Vale of White Horse and South Oxfordshire Town Centres and Retail Study for Nexus Planning

Weighted:

	Total	Q30: Didcot Town Centre	Q30: Henley-on-Thames Town Centre	Q30: Abingdon Town Centre	Q30: Wallingford Town Centre	Q30: Thame Town Centre	Q30: Wantage Town Centre	Q30: Faringdon Town Centre	Q30: Botley local centre	Q30: Millbrook Square, Grove local centre	Q30: Savile Way, Grovelands local centre											
quality																						
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.7%	8	1.1%	2	0.0%	0	1.1%	2	2.1%	3	0.2%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more bakers / butchers / greengrocers	0.6%	8	0.0%	0	0.1%	0	1.5%	3	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Not enough / poor quality pubs / bars	0.6%	8	4.0%	8	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
Not attractive / poor environment	0.6%	7	2.2%	4	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Poor disabled access	0.6%	7	0.0%	0	0.9%	2	0.8%	2	0.0%	0	0.5%	1	0.5%	0	0.7%	0	0.0%	0	0.0%	0	9.1%	1
Lack of pedestrianised areas	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.2%	0	2.3%	2	0.7%	0	0.0%	0	10.0%	2	0.0%	0
Not enough / poor quality public toilets	0.5%	6	1.3%	2	0.4%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / shops too far apart	0.4%	5	0.9%	2	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	0.4%	5	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor nightlife	0.4%	4	0.0%	0	0.5%	1	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poorly maintained pedestrian areas	0.4%	4	0.0%	0	0.3%	1	0.2%	0	0.9%	1	0.0%	0	1.1%	1	0.7%	0	0.0%	0	0.0%	0	4.3%	0
Too many betting shops	0.3%	4	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to access by car	0.3%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more food retailers	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.7%	0	1.3%	0	0.0%	0	0.0%	0
Shops - need longer opening hours / more open on Sundays	0.3%	3	0.0%	0	0.0%	0	0.6%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to on foot	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough other services (e.g. library, hairdresser, vets etc.)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0
Lack of electric vehicle charging points	0.2%	2	0.0%	0	0.2%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to by bus	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of undercover shopping	0.1%	2	0.8%	2	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
Hard to get to by bicycle	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing)	43.1%	519	42.5%	81	47.8%	122	22.3%	45	51.5%	62	63.6%	136	25.4%	21	35.3%	25	34.6%	13	38.0%	8	59.3%	6
(Don't know)	2.6%	32	3.3%	6	1.5%	4	4.7%	9	3.4%	4	1.8%	4	0.8%	1	2.2%	2	5.3%	2	0.0%	0	0.0%	0
Weighted base:	1204		190		255		200		121		213		84		71		37		21		10	
Sample:	1210		183		244		235		118		193		96		69		43		20		9	

Appendix 3:

Sample Questionnaire

Good morning / afternoon / evening, I am from NEMS Market Research, an independent market research company, and we are conducting a short survey on behalf of Vale of White Horse and South Oxfordshire Councils, which is intended to ensure future shopping and leisure needs can be met in the local area. Do you have time to answer some questions please? It will take about 6-7 minutes.

QA Are you the person responsible, or jointly responsible, for the main food shopping in your household?

Yes
No

IF 'YES' – CONTINUE INTERVIEW.
IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

READ OUT: "We now have a few questions about where you go food shopping. In answering these questions the location may be a store in a centre, on a specific road or area, or the internet."

Q01 Where did you last undertake your main food and grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY A STORE, LOCATION OR MARKET THAT IS NOT ON THE LIST - PLEASE USE THE OTHER BOX.

#Conv	Convenience List	GO TO Q03
500	Other (PLEASE WRITE IN)	GO TO Q03
502	Internet / delivery	GO TO Q02
505	(Don't know / can't remember)	CLOSE
506	(Don't do this type of shopping)	CLOSE

Those who said 'Internet / delivery' at Q01

Q02 Which retailer did you purchase your main food internet / home delivery shopping from?

DO NOT READ OUT. ONE ANSWER ONLY.

1 Amazon Pantry
2 Asda
3 Iceland
4 Marks & Spencer
5 Morrisons
6 Ocado
7 Sainsbury's
8 Tesco
9 Waitrose
A Other (PLEASE WRITE IN)
B (Don't know / can't remember)

Q03 What is the main reason you chose (STORE MENTIONED AT Q01) for your main food and grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY

001 Accessibility by public transport
002 Car parking prices
003 Car parking provision
004 Choice of food goods available
005 Choice of shops nearby selling non-food goods
006 Choice of shops selling food goods
007 Cleanliness
008 Cycle parking availability
009 Delivery service
010 Easy to get to by car
011 Entertainment / events
012 Facilities within the store eg Café, Beauty Salon, Dry Cleaners etc.
013 Good Covid distancing/safety measures
014 Good internal layout
015 Good service / friendly staff
016 Habit / always use it / preference for retailer
017 Internet shopping is convenient
018 Lower prices
019 Loyalty card / points scheme
020 Near to home
021 Near to work
022 Nice shopping environment
023 Only one in the area / no other choice
024 Provision of leisure facilities nearby
025 Provision of services nearby, such as banks and other financial services
026 Public information, signposts and public facilities
027 Quality of food goods available
028 Quality of shops selling food goods
029 Safety (during the day)
030 Safety (during the evening / night time)
031 Speciality foods
032 Staff discount / work there
033 Value for money
500 Other (PLEASE WRITE IN)
505 (Don't know / varies)
509 (No reason in particular)

Q04 What, if anything, is the one thing you most dislike about (STORE MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY

- 001 Change layout too often
- 002 Difficult to get to by car
- 003 Difficult to get to by public transport
- 004 Doesn't have a cafe
- 005 Doesn't have a petrol station
- 006 Expensive prices
- 007 Lack of Covid distancing/safety measures
- 008 Lack of cycle parking
- 009 Lack of stock / poorly stocked shelves
- 010 Lacks character / atmosphere
- 011 Lacks of shops / services nearby
- 012 Limited opening hours
- 013 Not enough staff
- 014 Not enough tills open / queues at tills
- 015 Online - missing items
- 016 Online - short use-by dates on items / unfresh food
- 017 Online - substitutions
- 018 Online - you can't choose the goods yourself
- 019 Parking is expensive
- 020 Parking spaces are limited / hard to park
- 021 Poor disabled access
- 022 Poor internal layout
- 023 Poor layout / narrow aisles
- 024 Poor quality FOOD goods
- 025 Poor quality NON-FOOD goods
- 026 Poor range of FOOD goods
- 027 Poor range of NON-FOOD goods
- 028 Rundown / needs renovating
- 029 Too big
- 030 Too busy / crowded
- 031 Too far away
- 032 Too small
- 033 Traffic congestion
- 034 Unclean / dirty store
- 035 Unfriendly / unhelpful staff
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know / varies)
- 509 (Nothing)

Not those who said 'Internet / delivery' at Q01

Q05 How did you travel to (STORE MENTIONED AT Q01) to undertake your main food shop?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Mobility scooter / disability vehicle
- A Other (PLEASE WRITE IN)
- B (Don't know / can't remember)

Not those who said 'Internet / delivery' at Q01

Q06 How long did your last journey to (STORE MENTIONED AT Q01) to undertake main food shopping take?
DO NOT PROMPT. ONE ANSWER ONLY.

- X Amount of time taken to nearest whole minute (PLEASE WRITE IN)
- Y (Don't know / can't remember)
- Z (Refused)

Not those who said 'Internet / delivery' at Q01

Q07 When you undertook the main food shop at (STORE MENTIONED AT Q01), did you link your trip with any other activity?
DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

- 1 Yes – NON-FOOD shopping **GO TO Q08**
- 2 Yes – other FOOD shopping **GO TO Q08**
- 3 Yes – visiting services such as banks and other financial institutions **GO TO Q08**
- 4 Yes – leisure activity **GO TO Q08**
- 5 Yes – visiting café / pub / restaurant **GO TO Q08**
- 6 Yes – visiting other service such as hairdressers, beautician, laundrette etc **GO TO Q08**
- 7 Yes – travelling to / from work **GO TO Q09**
- 8 Yes – travelling to / from school / college / university **GO TO Q09**
- 9 Yes – getting petrol **GO TO Q09**
- A Yes – visiting family / friends **GO TO Q09**
- B Yes – visiting health service such as doctor, dentist, hospital **GO TO Q09**
- C Yes – other activity (PLEASE WRITE IN) **GO TO Q08**
- D (No activity) **GO TO Q09**
- E (Don't know / varies) **GO TO Q09**

Those who said "Non-food", "Other food", "Services", "Leisure", "Café / pub / restaurant" and "Other services" at Q07

Q08 Where did you do this linked trip?
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

Q09 Where did you undertake your main food and grocery shopping the time before last? Was it the same place or somewhere different?
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY A STORE, LOCATION OR MARKET THAT IS NOT ON THE LIST - PLEASE USE THE OTHER BOX.

#Conv Convenience List GO TO Q11
500 Other (PLEASE WRITE IN) GO TO Q11
502 Internet / delivery GO TO Q10
505 (Don't know / can't remember) GO TO Q11
507 (Same place as before) GO TO Q11

Those who said 'Internet / delivery' at Q09

Q10 Which retailer did you purchase your main food internet / home delivery shopping from?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Amazon Pantry
2 Asda
3 Iceland
4 Marks & Spencer
5 Morrisons
6 Ocado
7 Sainsbury's
8 Tesco
9 Waitrose
A Other (PLEASE WRITE IN)
B (Don't know / can't remember)

Q11 Thinking more generally, how much does your household spend on average on main food and grocery shopping in a week?
DO NOT PROMPT. ONE ANSWER ONLY.

X To the nearest £: (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

Q12 And still thinking more generally, how often does your household do a main food and grocery shop?
DO NOT PROMPT. ONE ANSWER ONLY.

1 7 times a week
2 4-6 times a week
3 2-3 times a week
4 Once a week
5 Once a fortnight
6 Once a month
7 Less than once a month
8 (Don't know / varies)

Q13 Do you make 'top up' shopping trips in between your main food shopping trips? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops. It could also include online food shopping.
DO NOT READ OUT. ONE ANSWER ONLY.

1 Yes GO TO Q14
2 No GO TO Q18

Those who do top-up shopping at Q13

Q14 Where did you last undertake your 'top up' shopping?
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY A STORE, LOCATION OR MARKET THAT IS NOT ON THE LIST - PLEASE USE THE OTHER BOX.

#Conv Convenience List GO TO Q15
500 Other (PLEASE WRITE IN) GO TO Q15
502 Internet / delivery GO TO Q15
505 (Don't know / can't remember) GO TO Q16

Those who do top-up shopping at Q13

Q15 Where did you undertake your 'top up' food shopping the time before last?
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY A STORE, LOCATION OR MARKET THAT IS NOT ON THE LIST - PLEASE USE THE OTHER BOX.

#Conv Convenience List
500 Other (PLEASE WRITE IN)
502 Internet / delivery
505 (Don't know / can't remember)
507 (Same place as before)

Those who do top-up shopping at Q13

Q16 Thinking more generally how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.

DO NOT PROMPT. ONE ANSWER ONLY.

- X To the nearest £: (PLEASE WRITE IN)
- Y (Don't know / varies)
- Z (Refused)

Those who do top-up shopping at Q13

Q17 And still thinking more generally, how often does your household do a top-up food and grocery shop?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 7 times a week
- 2 4-6 times a week
- 3 2-3 times a week
- 4 Once a week
- 5 Once a fortnight
- 6 Once a month
- 7 Less than once a month
- 8 (Don't know / varies)

READ OUT: "We now have a few questions about where you go for non-food shopping. In answering these questions the location may be a town centre, a retail park, a free standing store, or it could be facilities such as the internet, TV shopping or catalogue."

Q18 Where did you last buy clothing or footwear goods?
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

- | | | |
|-------|----------------------------------|-----------|
| #Comp | Comparison List | GO TO Q19 |
| 500 | Other (PLEASE WRITE IN) | GO TO Q19 |
| 501 | Abroad | GO TO Q22 |
| 502 | Internet | GO TO Q22 |
| 503 | Mail order / catalogue | GO TO Q22 |
| 504 | TV shopping | GO TO Q22 |
| 505 | (Don't know / can't remember) | GO TO Q22 |
| 506 | (Don't do this type of shopping) | GO TO Q22 |

Q19 How often do you generally make shopping trips for clothing or footwear to (LOCATION MENTIONED AT Q18)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q20 How do you travel to (LOCATION MENTIONED AT Q18)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Mobility scooter / disability vehicle
- A Other (PLEASE WRITE IN)
- B (Don't know / can't remember)

Q21 When you last went shopping for clothing or footwear at (LOCATION MENTIONED AT Q18), did you link this trip with another activity?
DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

- 1 Yes – NON-FOOD shopping
- 2 Yes – FOOD shopping
- 3 Yes – visiting services such as banks and other financial institutions
- 4 Yes – leisure activity
- 5 Yes – visiting café / pub / restaurant
- 6 Yes – visiting other service such as hairdressers, beautician, laundrette etc
- 7 Yes – travelling to / from work
- 8 Yes – travelling to / from school / college / university
- 9 Yes – getting petrol
- A Yes – visiting family / friends
- B Yes – visiting health service such as doctor, dentist, hospital
- C Yes – other activity (PLEASE WRITE IN)
- D (No activity)
- E (Don't know / varies)

Q22 **Where did you last buy books, CDs, DVDs or video games?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

Q23 **Where did you last buy small household goods such as home furnishings, clocks, jewellery, glass and china items?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

Q24 **Where did you last buy toys, games, bicycles, sports or other recreational goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

Q25 **Where did you last buy chemist goods, including health and beauty products?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

Q26 **Where did you last buy electrical items, such as televisions, washing machines and computers?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

Q27 **Where did you last buy DIY or gardening goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

Q28 **Where did you last buy furniture, carpets or floor coverings?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

Q28b **And how much do you agree or disagree with the statement 'I'm visiting physical shops less frequently and buying more things via the internet following Covid-19'**
READ OUT. ONE ANSWER ONLY.

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 6 (Don't know)

Q29 **Have you visited any of the following centres in the last 6 months?**

READ OUT. CAN BE MULTICODED.

Interviewer: If a respondent mentions 'Grove' or 'Grovelands', you must confirm which centre is meant as these are located close to each other?

- 1 Didcot Town Centre
- 2 Henley-on-Thames Town Centre
- 3 Abingdon Town Centre
- 4 Wallingford Town Centre
- 5 Thame Town Centre
- 6 Wantage Town Centre
- 7 Faringdon Town Centre
- 8 Botley local centre
- 9 Millbrook Square, Grove local centre (inc. Tesco Express)
- A Savile Way, Grovelands local centre (inc. Co-op)
- B (Don't visit any of these centres)

GO TO Q33

Those who visit one of the centres at Q29

Q30 **Which of those centres have you visited the most in the last 6 months?**
ONE ANSWER ONLY. IF THEY SAY IT VARIES - ASK THEM TO NAME THE ONE THEY THINK THEY VISIT A BIT MORE THAN THE OTHERS. IF THEY STILL SAY IT VARIES - ASK FOR THE LAST ONE THEY VISITED.

- 1 Didcot Town Centre
- 2 Henley-on-Thames Town Centre
- 3 Abingdon Town Centre
- 4 Wallingford Town Centre
- 5 Thame Town Centre
- 6 Wantage Town Centre
- 7 Faringdon Town Centre
- 8 Botley local centre
- 9 Millbrook Square, Grove local centre (inc. Tesco Express)
- A Savile Way, Grovelands local centre (inc. Co-op)

Those who visit one of the centres at Q29

Q31 What do you like about (CENTRE MENTIONED AT Q30)?

DO NOT READ OUT. CODE FIRST 3 MENTIONS

- 001 Attractive environment / nice place
- 002 Clean streets / well maintained
- 003 Close to home
- 004 Close to work / en route to work
- 005 Easy to get to by bicycle
- 006 Easy to get to by bus
- 007 Easy to get to by car
- 008 Easy to get to by train
- 009 Easy to get to on foot
- 010 Familiar / know where everything is
- 011 Good cafés / restaurants
- 012 Good Covid distancing/safety measures
- 013 Good disabled access
- 014 Good for a day out
- 015 Good for financial services (e.g. banks / building societies)
- 016 Good layout / shops close together
- 017 Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
- 018 Good market
- 019 Good pubs / bars
- 020 Good range of other services (e.g. library, hairdresser, vets etc.)
- 021 Has undercover shopping
- 022 Nice atmosphere / friendly people
- 023 Parking - it's cheap
- 024 Parking - it's easy to find a space
- 025 Parking - it's free
- 026 Quiet / not busy
- 027 Shops - good opening hours / open on Sundays
- 028 Shops - good range of affordable shops
- 029 Shops - good range of bakers / butchers / greengrocers
- 030 Shops - good range of clothing shops
- 031 Shops - good range of 'high street' retailers
- 032 Shops - good range of independent shops
- 033 Shops - good range of non-food shops generally
- 034 Shops - good range of quality shops
- 035 Shops - good range of supermarkets
- 036 Traditional / quaint
- 037 Traffic free areas / pedestrianisation
- 038 You can get everything you need there
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 506 (Nothing)

Those who visit one of the centres at Q29

Q32 Is there anything you dislike about (CENTRE MENTIONED AT Q30)?
DO NOT READ OUT. CODE FIRST 3 MENTIONS

001	Dirty streets / poorly maintained	GO TO Q34
002	Hard to get to by bicycle	GO TO Q34
003	Hard to get to by bus	GO TO Q34
004	Hard to get to by train	GO TO Q34
005	Hard to get to on foot	GO TO Q34
006	Lack of Covid distancing/safety measures	GO TO Q34
007	Lack of electric vehicle charging points	GO TO Q34
008	Lack of parks/green spaces.	GO TO Q34
009	Lack of pedestrianised areas	GO TO Q34
010	Lack of secure bicycle storage facilities	GO TO Q34
011	Lack of security / don't feel safe	GO TO Q34
012	Lack of undercover shopping	GO TO Q34
013	Needs an update / revamp	GO TO Q34
014	Not attractive / poor environment	GO TO Q34
015	Not enough / poor quality cafés / restaurants	GO TO Q34
016	Not enough / poor quality public toilets	GO TO Q34
017	Not enough / poor quality pubs / bars	GO TO Q34
018	Not enough / poor quality seating areas	GO TO Q34
019	Not enough financial services (e.g. banks / building societies)	GO TO Q34
020	Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	GO TO Q34
021	Not enough other services (e.g. library, hairdresser, vets etc.)	GO TO Q34
022	Parking - expensive parking	GO TO Q34
023	Parking - no free parking	GO TO Q34
024	Parking - not enough spaces available	GO TO Q34
025	Poor atmosphere / unfriendly people	GO TO Q34
026	Poor disabled access	GO TO Q34
027	Poor layout / shops too far apart	GO TO Q34
028	Poor market	GO TO Q34
029	Poor nightlife	GO TO Q34
030	Shops - need longer opening hours / more open on Sundays	GO TO Q34
031	Shops - need more / better clothes shops	GO TO Q34
032	Shops - need more / better range of non-food shops generally	GO TO Q34
033	Shops - need more / better range of supermarkets	GO TO Q34
034	Shops - need more affordable shops	GO TO Q34
035	Shops - need more bakers / butchers / greengrocers	GO TO Q34
036	Shops - need more 'high street' retailers	GO TO Q34
037	Shops - need more independent shops	GO TO Q34
038	Shops - need more quality shops	GO TO Q34
039	Too busy / noisy	GO TO Q34
040	Too many betting shops	GO TO Q34
041	Too many charity shops	GO TO Q34
042	Too many coffee shops.	GO TO Q34
043	Too many empty shops	GO TO Q34
044	Too many takeaways	GO TO Q34
045	Traffic congestion	GO TO Q34
046	Traffic pollution/poor air quality	GO TO Q34
500	Other (PLEASE WRITE IN)	GO TO Q34
505	(Don't know)	GO TO Q34
506	(Nothing)	GO TO Q34

Those who don't visit any centres at Q29

Q33 Why haven't you visited any of these centres in the last 6 months?
DO NOT READ OUT. CAN BE MULTICODED

1	Expensive car parking
2	Inconveniently located car parking
3	Lack of choice and range of food shops
4	Lack of choice and range of non-food shops
5	Not accessible by public transport
6	Poor choice of leisure facilities (cinema, gym, pubs etc)
7	Poor choice of services (hairdressers, banks etc)
8	Poor environmental quality of centre
9	Too far away from home
A	Too far away from work
B	Too many vacant shops
C	Traffic congestion
D	Other (PLEASE WRITE IN)
E	(Nothing, no reason to visit)
F	(Don't know)

Q34 Do you do use any of these electronic means to purchase goods or services?
READ OUT. CAN BE MULTICODED

1	Internet shopping, via computer or tablet	GO TO Q35
2	Internet shopping, via mobile phone	GO TO Q35
3	TV Shopping	GO TO Q35
4	(No)	GO TO Q37

Those who shop via digital channels at Q34

Q35 Which goods or services do you currently purchase via electronic shopping?
DO NOT READ OUT. CAN BE MULTICODED

- 001 Antiques / ornaments / collectibles / paintings / frames
- 002 Baby items
- 003 Banking / finance / insurance / utilities
- 004 Batteries
- 005 Books
- 006 CDs, DVDs, Vinyl (physical products)
- 007 Cleaning products
- 008 Clothes / shoes
- 009 Computer / printer accessories
- 010 Console / PC games
- 011 Covid related items (e.g. masks, gloves, sanitiser gel / spray, etc.)
- 012 Craft / hobby items (including stationary and cards)
- 013 DIY / hardware goods / tools
- 014 Domestic electrical appliances (white goods)
- 015 Downloadable / streaming content (e.g. music / movies / tv / games / apps)
- 016 Food / groceries / alcohol / coffee pods (not takeaways)
- 017 Furniture / soft furnishings / floor coverings
- 018 Garden items / flowers / plants
- 019 Gifts
- 020 Health / beauty / chemist goods
- 021 Holiday and / or Travel / Event Tickets
- 022 Jewellery / watches
- 023 Mobile phone / tablet / pad accessories
- 024 Musical instruments / accessories
- 025 Pet food / products
- 026 Photographs
- 027 Small electrical items (e.g. kettles / toasters / hairdryers etc.)
- 028 Small household goods
- 029 Sports goods (includes fishing & cycling items)
- 030 Takeaway food
- 031 Toys
- 032 TVs, Hi-Fi's, computers
- 033 Vehicle parts
- 034 Vehicles
- 035 Wood / Coal / Gas bottles (e.g. home fuel items)
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 506 (Nothing / Nothing else)

Those who shop via digital channels at Q34

Q36 For your last electronic shopping order, how did you receive your goods?
DO NOT READ OUT. CAN BE MULTICODED

- 1 Home delivery
- 2 Delivery to place of work
- 3 Collection at store
- 4 Collection at click and collect hub
- 5 Collection at other location
- 6 Downloaded
- 7 (Don't know / varies)

Those who shop via digital channels at Q34

Q37 When undertaking online shopping, how often do you use click and collect facilities?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Daily GO TO Q38
- 2 At least two times a week GO TO Q38
- 3 At least once a week GO TO Q38
- 4 At least once a fortnight GO TO Q38
- 5 At least once a month GO TO Q38
- 6 At least every two months GO TO Q38
- 7 At least every 3 months GO TO Q38
- 8 At least every 6 months GO TO Q38
- 9 Less often than once every 6 months GO TO Q38
- A Never GO TO Q39
- B (Don't know / varies) GO TO Q39

Those who shop via digital channels at Q34; and use click and collect at Q37

Q38 Where did you last visit to pick up goods purchased through 'click and collect'?
DO NOT READ OUT. ONE ANSWER ONLY

#Comp Comparison List

READ OUT: "We now have a few questions about a range of different social and leisure activities."

Q39 Which of these leisure activities do you participate in?
READ OUT. CAN BE MULTICODED.

- 1 Indoor sports or health and fitness activity, e.g. gyms, leisure centres, etc.
- 2 Cafes / Restaurants
- 3 Pub / bars / nightclubs / social clubs
- 4 Theatres / concert halls / museums / art galleries and other cultural facilities
- 5 Cinema
- 6 Ten pin bowling
- 7 Bingo
- 8 Casino
- 9 Family oriented activities e.g. soft play centres, laser quest, trampoline centres, escape rooms etc.
- A (None mentioned)

Asked to those who participate in health and fitness or leisure centre activities at Q37

Q40 Which centre / facility did you last visit for an indoor sports or health and fitness activity?
DO NOT PROMPT. ONE ANSWER ONLY.

#Health Health List

Asked to those who go to restaurants at Q37

Q41 Which centre / facility did you last visit to go to a café / restaurant?
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Asked to those who go to pub/bars, nightclubs or a social club at Q37

Q42 Which centre / facility did you last visit to go to a pub, bar, nightclub or social club?
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Asked to those who visit theatre/concert hall/museum/art galleries at Q37

Q43 Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities
DO NOT PROMPT. ONE ANSWER ONLY.

#Culture Culture list

Asked to those who go to the cinema at Q37

Q44 Which cinema did you last visit?
DO NOT PROMPT. ONE ANSWER ONLY.

#Cinema Cinema List

Asked to those who go ten pin bowling at Q37

Q45 Which ten-pin bowling venue did you last visit?
DO NOT PROMPT. ONE ANSWER ONLY.

#TenPin Bowling List

Asked to those who go to bingo at Q37

Q46 Which bingo hall did you last visit?
DO NOT PROMPT. ONE ANSWER ONLY.

#Bingo Bingo List

Asked to those who visit casino at Q37

Q47 Which casino did you last visit?
DO NOT PROMPT. ONE ANSWER ONLY.

#Casino Casino List

Asked to those who visit family orientated facilities at Q37

Q48 Where did you last visit for a family oriented activity?
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Q49 Which leisure facilities would you like to see more of in the area?
DO NOT READ OUT. CAN BE MULTICODED.

- 001 Art galleries
- 002 Bars / pubs
- 003 Better shopping facilities
- 004 Bingo
- 005 Bowling alley (ten-pin bowling)
- 006 Casino
- 007 Cinema
- 008 Climbing centres
- 009 Coffee shops / cafes
- 010 Concert hall / venue
- 011 Cycle paths / area
- 012 Dance facilities
- 013 Extreme sports
- 014 Food / farmers markets
- 015 Health and fitness venues (including gyms)
- 016 Hotels
- 017 Ice rink
- 018 Indoor soft play areas
- 019 Indoor swimming pool
- 020 Indoor tennis courts
- 021 Indoor trampoline parks
- 022 Karting
- 023 Leisure / sports centre
- 024 Leisure facilities / activities for families
- 025 Leisure facilities / activities for teenagers
- 026 Leisure facilities / activities for the elderly
- 027 Leisure facilities / activities for young children
- 028 Live music venues
- 029 More sports facilities (football pitches, tennis courts)
- 030 Museums
- 031 Obstacle courses
- 032 Outdoor festivals / events
- 033 Outdoor gyms
- 034 Outdoor swimming pool
- 035 Outdoor Tai Chi classes
- 036 Outdoor tennis Courts
- 037 Paintballing
- 038 Play spaces / park facilities
- 039 Pubs / bars
- 040 Restaurants
- 041 Skateboarding
- 042 Street carnivals
- 043 Swimming pool
- 044 Theatres
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 506 (Nothing)

Q50 **How do you normally travel when visiting leisure destinations?**
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Mobility scooter / disability vehicle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)

GEN **Gender of respondent.**
DO NOT READ OUT. CODE FROM OBSERVATION

- 1 Male
- 2 Female

AGE **Could I ask how old you are please?**
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 18 – 24 years
- 2 25 – 34 years
- 3 35 – 44 years
- 4 45 – 54 years
- 5 55 – 64 years
- 6 65+ years
- 7 (Refused)

Thank & close.

Appendix 3: South Oxfordshire Healthchecks

Didcot town centre

Description

Didcot town centre is situated at the top of the current retail hierarchy (alongside Henley-on-Thames) in the South Oxfordshire authority area. Anchored by the Orchard Centre, a key shopping destination at the core of the town centre, Didcot accommodates a robust range of national multiple retailers, including Next and TK Maxx, as well as key leisure operators such as Cineworld. The retail and service offer in Didcot is therefore considered to be strong, and capable of drawing custom from beyond the immediate area.

The town centre also has a strong cultural offer, underpinned by the Cornerstone Art Centre, which provides both arts and entertainment space. The Arts Centre includes a café and a 236-seat auditorium.

The wider town has been subject to considerable development in recent years, including at Great Western Park, and is expected to grow further in the coming years. The town centre sits close to key employment sites, such as the Culham Science Centre and Milton Park. Didcot is therefore a key centre, serving the needs of a diverse and growing community, as well as a significant working population.



Figure 1: The Orchard Centre, constructed between 2017 and 2018, provides a sizeable quantum of floorspace which accommodates a diverse range of national multiple comparison goods operators.



Figure 2: Retail units along Broadway vary considerably from those at the Orchard Centre with the units spanning different periods and architectural styles. As such, Broadway has a more piecemeal character.



Figure 3: Cornerstone Arts Centre, along with the adjacent Cineworld, anchors the town centre's leisure and cultural offer.



Figure 4: The convenience goods offer in Didcot is anchored by a Sainsbury's superstore, located adjacent to the Orchard Centre.

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Study Centres Average at 2022 (%)
Comparison	15,550	37.9%	30.2%	29.6%
Convenience	7,310	17.8%	15.5%	17.2%
Financial and Business	2,620	6.4%	6.7%	8.3%
Leisure	8,190	20.0%	26.1%	24.8%
Retail	3,530	8.6%	7.2%	10.8%
Vacant	3,820	9.3%	13.8%	9.3%
TOTAL	41,020	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; UK Average from Experian Goad Report September 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units at 2013 (%)	Units UK Average at 2022 (%)	Study Centres Avg. at 2022 (%)
Comparison	55	30.7%	33.3%	26.9%	29.4%
Convenience	15	8.4%	6.8%	9.3%	7.9%
Financial and Business	16	8.9%	50.3%	8.8%	11.7%
Leisure	42	23.5%		25.2%	22.3%
Retail	30	16.8%		15.8%	18.3%
Vacant	21	11.7%	9.5%	13.8%	10.5%
TOTAL	179	100%	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; 2013 figures sourced from Retail and Leisure Needs Assessment Update 2015; UK Average from Experian Goad Report September 2022

Uses

Didcot is considered to have a particularly strong range of comparison goods operators and, as a larger centre, accommodates a good range of national multiples. The retail offer in the town centre has changed considerably since 2013, particularly through the opening of the Orchard Centre, in which the first new retailers opened in March 2018.

At the time of our survey, there were 55 comparison goods operators in the town centre, most of which are concentrated around the Orchard Centre. These operators account for 30.7% of units. Whilst this represents a slight decrease on the 33.3% of units recorded at 2013, the proportion of units in comparison goods use is above national average level. Operators are diverse, and include key national multiple operators such as Wilko, H&M, New Look, TK Maxx, Waterstones, Superdrug and Boots, as well as more specialist retailers such as Jojo Maman Bebe, Fat Face and the Fragrance Shop. The comparison offer is therefore able to draw from a reasonably catchment area by virtue of the diversity of operators.

The convenience goods offer in Didcot is anchored by the Sainsbury's superstore and a M&S Foodhall, both located within the Orchard Centre. These stores trade alongside a number of smaller grocery operators including Premier, Co-op Food and Iceland. The 15 convenience goods operators account for 8.4% of all units in the town centre, and 17.8% of the total stock of commercial floorspace. The difference in these two figures reflects the scale of the Sainsbury's superstore. Whilst the Sainsbury's is an important attractor, it should be noted that throughout Didcot more generally there is an Aldi foodstore (which is located just to the east of the town centre), as well as Asda and Tesco superstores.

Considered together, retail uses (convenience and comparison) account for 39.1% of units, which compares to a national average figure of 36.2%. The retail component of the centre is even more pronounced through reference to the use

of floorspace, with 54.9% of floorspace being in retail use compared to a national average figure of 45.7%.

It is also evident that the level of comparison goods provision in Didcot is proportionally higher than the average secured across Study Area centres considered collectively. In this regard, the proportion of Didcot floorspace in comparison goods use is 8.3 percentage points above the Study Area centres average of 29.6%.

Didcot therefore has a good level of retail provision, which has only decreased marginally since 2013.

At the time of our survey, a total of 88 service (leisure, retail and financial and business service) operators were recorded. These 88 operators account for 49.2% of all units in the town centre, a figure which represents a very modest decrease on the 50.3% of units such uses evident at 2013.

The 42 leisure service operators, which account for 23.5% of all units, include a diverse range of food and drink operators augmented by the Cineworld cinema and the Cornerstone Arts Centre. The Arts Centre has a busy programme of theatre, music, comedy and children's events. There are also seven cafes and seven restaurants, but only two bars and pubs (Berro Lounge and Broadways).

Alongside this offer, there are 30 retail service operators, which account for 16.8% of all commercial units in the town centre, and 16 financial and business service operators, accounting for 8.9% of all units.

In terms of the character of commercial provision, Didcot has a strong line-up of national multiples compared to other centres in the Study Area. In respect of comparison goods retail, there is a good range of both fashion and convenience goods operators, include higher order operators such as Cook and M&S Foodhall.

Didcot is a largely linear centre, focused on the traditional and small-scale commercial units on Broadway and the modern Orchard Centre. The Orchard Centre is of a relatively typical design and provides a contemporary retail environment which is clean and well managed and is the heart of the centre's retail offer. Broadway now performs more of a secondary retail function, with smaller units and a greater mix of uses (including residential dwellings on the southern side of the highway).

National multiple leisure service operators are grouped together at Station Road (with the Cineworld cinema) and at Orchard Street within Orchard Shopping Centre. Broadway hosts a number of takeaway and retail service uses. There is also a public library located at the western end of Broadway.

Daytime / evening economy

Anchored by the Orchard Centre, which also plays a key role in underpinning the centre's daytime economic offer, Didcot has a generally strong evening economy relative to other town centres in the two authority areas.

The evening economic offer is underpinned by a range of mid-level food and drink operators located around the Orchard Centre. These include Berro Lounge, Lusso and Wildwood. These operators, alongside a number of other restaurants, bars, cafés and hot-food takeaways ensure that a good level of activity is secured by the town centre throughout the day and into the evening. The offer, both in respect

of the daytime and evening economy, is further strengthened by the cultural attractions in the centre.

Vacancies

Within Didcot, our survey recorded a total of 21 vacant units, which equate to 11.7% of all units in the town centre. This figure represents an increase on the 9.5% vacancy rate in respect of units recorded at 2013, and comes despite the redevelopment of the town centre through the introduction of the Orchard Centre in 2018. Nonetheless, the vacancy rate in the town centre remains lower than the current national average, both in respect of the proportion of vacant units and in terms of floorspace.

Of note is the vacant former Argos unit at the Orchard Centre, which closed in approximately 2019 when the store re-located into a concession located within the adjacent Sainsbury’s foodstore.

Whilst vacant units are generally located throughout the town centre, in the east of the town centre along Broadway there is a concentration of vacant and somewhat dilapidated units.

Opportunity Sites

Following the development of the Orchard Centre, opportunity sites in and around Didcot town centre are generally limited in scale.

There are a number of premises on Broadway which would benefit from some investment or redevelopment, most notably the row of vacant units fronting Broadway which are located immediately to the east of the Orchard Centre’s smaller car park.

More generally, the significant quantum of residential development being delivered at Great Western Park will present an opportunity to the town centre insofar as it will increase the population who look to Didcot town centre to provide for their day-to-day needs.

Market Summary

With reference to Costar information sourced in November 2022, the average market rent currently achieved in Didcot is £23.50 per sq.ft, with this figure representing a 0.3% decrease on the £23.57 per sq.ft figure achieved in the previous 12 month period. Additionally, the average market sale price per sq.ft has decreased over the past 12 month period, down 4.3% to £231 per sq.ft. Notwithstanding this, Costar currently predict market rents to increase to circa £24.50 per sq.ft by 2026.

In respect of yields, Costar finds that the current market yield is 6.4%, with this figure being similar to the 6.2% market yield observed in the previous 12 month period. The current market yield is forecast to barely change over the period to 2026 in Didcot.

Increases in rents and decreases in yields are generally considered positive signs in respect of investor confidence in a given location. Didcot’s yields are lower than some other centres which suggests a good level of investor confidence. This reflects the investment in the town and the role of the Orchard Centre.

In respect of the probability of leasing vacant premises, 50% of premises can be anticipated to be leased after around eight months on the market, with approximately 80% of premises being let within 12 months.

Pedestrian Flows

During our visit, the greatest concentration of pedestrian activity was observed at the Orchard Centre. The Orchard Centre is the concentration of both key anchors (such as Sainsbury’s and M&S Foodhall), as well as operators that serve the needs of both the local community and a wider catchment area (such as H&M, Next and

TK Maxx). Whilst the Orchard Centre is clearly of importance in bringing custom to the town, it ‘turns its back’ on the rest of the town centre somewhat and links to Broadway are relatively poor.

At the time of our visit, pedestrian activity was limited elsewhere in the town centre, including along Broadway. Although a small concentration of activity was observed around the Iceland on Market Place, footfall was notably lighter throughout the rest of the centre. This is reflective of the secondary nature of the more peripheral parts of the centre and the greater proliferation of hot-food takeaways, which limit vibrancy during daytime hours.

Accessibility

Didcot is considered to have a high standard of accessibility by public transport, private vehicle, and on foot. Located at the north of the town centre, Didcot Parkway train station is a key interchange on the wider national railway network. The railway station supports services to London Paddington, Oxford, Bristol Temple Meads, Worcester Shrub Hill, Plymouth, Cheltenham Spa, Banbury and Weston Super Mare. The town centre is therefore easily accessible to a range of local, regional and national destinations. Bus stops outside Parkway Station provide access to a good range of services, including 23, 23A, 33, 91, 92, 94, 94S, 95, 97, NX2 Connector, X2 Connector, X32 Connector, X36 Connector, 98 Connector, D1 and D2. These services provide frequent access to destinations including Wantage, Wallingford, Great Western Park and Oxford.

Whilst some of these services run at limited times, the most popular routes (including the 33 route which runs to Abingdon, Henley-on-Thames, Oxford and Wallingford) operates from early morning to late in the evening (the last bus is after 11.00 pm).

Other bus stops are provided at the Orchard Centre and on Broadway. The town centre is therefore considered to be highly accessible by public transport.

Car parking provision in the town centre includes: 875 spaces at the surface-level car park at the Orchard Centre (which provides free car parking for the first two hours); 275 spaces at Julian’s; 247 spaces at Station Road; and 104 spaces at Edinburgh Drive. All of these public car parks operate on a pay-and-display basis. In addition, car parking is provided at the Aldi foodstore for its customers and there is a significant amount of on-street car parking along Broadway. The town is well-integrated into the wider road network, with the A34 running to the west of the town.

Pedestrian accessibility is generally good, particularly around the Orchard Centre with its pedestrianised environment. There are a number of controlled crossing points located along Broadway, which further improve the standard of pedestrian accessibility. However, the volume of traffic that moves along Broadway does represent a barrier to pedestrian movement, notwithstanding the presence of controlled crossing points. As mentioned above, the siting of the Orchard Centre also effects permeability across the centre.

Perception of Safety

At the Orchard Centre, the main retail areas benefit from a number of active ground floor uses, with public areas being generally overlooked with little evidence of crime and anti-social behaviour observed. Elsewhere in the town centre the perception of safety is also generally high, albeit there are a limited number of areas which have lower levels of ground floor activity and are somewhat enclosed, such as around Market Place. These features impact upon the levels of natural surveillance. Furthermore, the units which are not open

during daytime hours, such as hot-food takeaways, reduce the overall perception of vibrancy and surveillance, particularly along Broadway.

Pedestrian safety is generally good throughout Didcot, with the pedestrianised retail area at the Orchard Centre providing a safe environment for shoppers. Along Broadway, wide pedestrian footpaths also ensure a reasonable standard of separation for pedestrians from moving traffic. A number of pedestrian crossing points, including controlled crossing points, are provided along Broadway which ensures that safe movements can be made.

Environmental Quality

The divided nature of Didcot, between the Orchard Centre and the more traditional retail 'parade' along Broadway, leads to varied standards of environmental quality within the town centre.

The environmental quality around the Orchard Centre is reflective of managed shopping park destinations, with clean, well-maintained areas of public realm and attractive, managed landscaping. The buildings in this location are uniform in appearance and the pedestrianised areas throughout provide an attractive and safe retail environment. There are plentiful seating areas, allowing for visitors to rest and dwell.

Along Broadway, generally the appearance is good with distinct buildings of different styles providing some interest. However, commercial units on Broadway vary considerably in terms of their condition and maintenance, with some units in clear need of investment. At the eastern end of the town centre, the concentration of vacant and dilapidated units detracts from the environmental quality. Unregulated car parking across the pavement also detracts from the appearance of units along Broadway.

Notwithstanding this, there are areas of landscaping and planting along Broadway, which are well maintained and attractive. These features demonstrate that there have been efforts made to improve the appearance of all parts of the town centre.

Conclusions

Anchored by the Orchard Centre, Didcot accommodates a good range of national multiple retailers, including Sainsbury's, Next and TK Maxx, as well as key leisure operators such as Cineworld. The retail and service offer in Didcot is therefore considered to be generally strong, albeit the number of licensed premises is limited, and the town's evening economy perhaps could grow further.

Our surveyed recorded a total of 21 vacant units, which equate to 11.7% of all units in the town centre. This figure represents an increase on the 9.5% vacancy rate in respect of units recorded at 2013 but is lower than the current national average figure.

Notwithstanding the increase in vacancies, Didcot has an important retail role and is found to be a largely vital and viable centre.

Henley-on-Thames town centre

Description

In respect of the current retail hierarchy, Henley-on-Thames occupies the joint highest position in the South Oxfordshire authority area. The town is anchored by a diverse range of operators, which provide for the needs of locals and for visitors from further afield. A key anchor for the town is the Waitrose foodstore on Bell Street, with the extensive range of food and drink operators also being a key attractor. The town centre is historic in nature, which provides both an attractive and pleasant retail environment, but also results in there being a limited quantum of modern, purpose built retail floorspace. The majority of operators are independent in nature.

Henley-on-Thames accommodates a diverse range of events throughout the year, including Henley Festival (which focuses on music, art and food), the Henley Literary Festival and Henley Royal Regatta. The town therefore has a strong offer that is able to draw visitors from across the country, and the strong tourism function of the town is reflected in its retail and service offer.



Figure 1: Planting at Market Place. There are considerable areas of landscaping and seasonal planters located throughout Henley-on-Thames. These add positively to the character and appearance of the centre.



Figure 2: Bell Street is a key retail thoroughfare in the town and is subject to both a considerable level of pedestrian and vehicular movements. This makes navigation along this route challenging at times.



Figure 3: As with other centres in South Oxfordshire, a key attractor of Henley-on-Thames is its quantum of historic and period buildings.



Figure 4: The River Thames in Henley-on-Thames is a key feature of the town and drives considerable activity within the town itself through key festivals and events that make use of the river.

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Study Centres Average at 2022 (%)
Comparison	15,170	33.2%	30.2%	29.6%
Convenience	3,940	8.6%	15.5%	17.2%
Financial and Business	4,530	9.9%	6.7%	8.3%
Leisure	15,250	33.4%	26.1%	24.8%
Retail	3,460	7.6%	7.2%	10.8%
Vacant	3,340	7.3%	13.8%	9.3%
TOTAL	45,690	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; UK Average from Experian Goad Report September 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units at 2013 (%)	Units UK Average at 2022 (%)	Study Centres Avg. at 2022 (%)
Comparison	86	34.1%	41.0%	26.9%	29.4%
Convenience	19	7.5%	6.0%	9.3%	7.9%
Financial and Business	34	13.5%	44.6%	8.8%	11.7%
Leisure	60	23.8%		25.2%	22.3%
Retail	32	12.7%		15.8%	18.3%
Vacant	21	8.3%		8.4%	13.8%
TOTAL	252	100%	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; 2013 figures sourced from Retail and Leisure Needs Assessment Update 2015 ; UK Average from Experian Goad Report September 2022

Uses

Henley-on-Thames accommodates a diverse range of comparison and leisure service operators. This is reflective of Henley-on-Thames’ role as a destination in itself, visited by day trippers from surrounding areas, as well as from further afield for the range of events and festivals held in the town across the year.

There are 86 comparison goods operators in Henley-on-Thames, which account for 34.1% of all units and 33.2% of the total stock of commercial floorspace. Whilst it is noted that the proportion of commercial units in comparison goods use has decreased from the figure of 41.0% recorded in 2013, the level of provision remains above the national average figure. The comparison goods offer is diverse and includes both national multiples – such as Mountain Warehouse, Paperchase and White Stuff – as well as a strong range of independent operators. The independents include antique shops, art galleries, charity shops, clothing shops, gift shops, book shops, and carpet and flooring shops.

Although less prevalent (both in terms of the amount of units and floorspace occupied), the convenience goods offer in Henley-on-Thames plays an important role in driving footfall into the town centre and meeting local residents’ needs. In addition to the Waitrose, there are 19 convenience goods operators present in the centre. The convenience goods offer collectively accounts for 7.5% of all units in the town centre, and 8.6% of the total stock of retail floorspace. The proportion of units dedicated to convenience goods use is broadly consistent with the average found across South Oxfordshire and Vale of White Horse’s principal centres (albeit it is 1.8 percentage points below the national average figure). The proportion of commercial floorspace dedicated to convenience goods use in Henley is significantly below the national average and the average for principal centres across the two authority areas. This is not unusual for a larger centre (which often skew towards comparison goods and financial and business service uses) and also

reflects the fact that Henley's traditional street pattern does not provide many opportunities to accommodate larger grocery operators.

A range of markets are accommodated within the Market Place. These include the Charter Market (which takes place every Thursday), the Farmers' Market (which takes place on the second Saturday and fourth Thursday of the month), and a Craft Market (which takes place on the fourth Saturday of the month).

Considered together, retail uses (convenience and comparison) account for 41.6% of units, which compares favourably to a national average figure of 36.2%. This reflects Henley-on-Thames' role at the top of the centres' hierarchy, its attractive setting, and affluent catchment area.

At 2013, service (leisure, retail and financial and business) operators accounted for 44.6% of all units. Our survey recorded that such uses account for 50.0% at 2022, reflecting the increased role that service (particularly food and drink operators) play in underpinning town centres.

There are 60 leisure service operators in Henley-on-Thames which account for 23.8% of all units, and 33.4% of the total stock retail floorspace. The proportion of floorspace dedicated to leisure service use in the centre is significantly in excess of the current national average figure of 26.1%. The offer includes a diverse range of food and drink operators, as well as more specialist operators including hotels and facilities such as Kenton Theatre.

In total, there are 16 cafes, 15 bars and pubs, and 14 restaurants in Henley. This hospitality offer is augmented by three hotels (The Catherine Wheel, Hotel du Vin and The Relais Henley).

There are 32 retail service operators in Henley-on-Thames, which account for 12.7% of all units in the town centre, and 34 financial and business service operators, which account for 13.5% of all units.

In terms of the character of commercial provision, the centre provides a particularly fertile ground for higher end independents and supports a good number of specialist operators. These include antique shops, furniture shops, jewellers, and so on.

National multiple retail operators are in relatively limited supply but include Farrow & Ball, Mint Velvet, Mountain Warehouse, Robert Dyas and Whistles. Whilst the presence of higher end fashion retailers is positive, the clothing and footwear offer in Henley-on-Thames is perhaps not as extensive as we would anticipate for a larger centre with an attractive retail environment. This reflects Henley's relative proximity to Reading which provides a significant concentration of mainstream fashion retailers.

Bell Street and Reading Road run north to south through the town and provide a particular focus for comparison goods retailers. Leisure service operators are generally focused in more peripheral areas with a particular concentration (as we would expect) towards and around the River Thames. The river frontage is one of Henley's key attributes and helps support a range of higher end food and drink operators.

	<p>In addition to the commercial offer in the centre, there is a public library which is located at Ravenscroft Road in the northern part of the town centre.</p>
<p>Daytime / evening economy</p>	<p>The town centre is a highly experiential retail environment, with a diverse range of shops, restaurants, and cultural events and activities. As such, Henley-on-Thames supports strong daytime and evening economies.</p> <p>Whilst the comparison goods retail offer in the town generally serves the daytime economy, the town’s cafes, bars and restaurants support activity throughout the day and into the evening. The town’s hotels – together with attractors such as Kenton Theatre and the independent Regal Picturehouse cinema also help to drive activity and footfall into the town centre during the evening. Kenton Theatre has a good programme of events, with a performance on most weeks. The cinema has multiple screenings on a daily basis. The centre’s accessibility to the river and the range of festivals and events held in Henley-on-Thames further drive activity.</p>
<p>Vacancies</p>	<p>Our survey recorded a total of 21 vacant units throughout Henley-on-Thames town centre, a figure which accounts for 8.3% of all units in the town at 2022. This figure is comparable to that recorded in 2013, which reflects the centre’s resilience in recent years. We believe that the robust nature of the Henley’s commercial offer is also reflective of the centre’s varied role and function.</p> <p>Vacant units are evenly distributed throughout the town centre and consequently no one part of Henley-on-Thames feels dominated by vacancies. This further underpins the perception of vibrancy.</p>
<p>Opportunity Sites</p>	<p>The historic nature of Henley-on-Thames means that the centre is constrained, with few obvious opportunity sites beyond the re-purposing and re-occupation of vacant units in the town centre. Whilst there appears to potentially be a greater proportion of underused buildings around Station Road in the south of the town centre, the re-purposing or redevelopment of these historic buildings may prove challenging.</p> <p>One potential opportunity site in the town centre is the Stuart Turner industrial unit on Market Place. This site is located adjacent to a surface car park on Greys Road and is rather ‘hemmed in’ by neighbouring uses, but could provide future potential, subject to the requirements of the current occupier.</p>
<p>Market Summary</p>	<p>With reference to Costar data sourced in November 2022, the average market rent currently achieved in Henley-on-Thames is £30.08 per sq.ft, with this figure representing a 0.4% increase on the £29.97 per sq.ft achieved in the previous 12 month period. Conversely, the average market sale price has decreased over the past 12 month period, decreasing by 3.5% to £285 per sq.ft. Notwithstanding this, Costar currently predicts that market rents will increase to circa £31.50 per sq.ft by 2026.</p> <p>In respect of yields, Costar reports that the current market yield is 6.1%, with this figure remaining similar to the 6.0% market yield recorded across the previous 12-month period. The current market yield is forecast to barely change over the period to 2026 in Henley-on-Thames.</p> <p>Increases in rents and decreases in yields are generally considered positive signs in respect of investor confidence in a given location. In this instance, Henley-on-Thames’ yields are stable and lower than those recorded in other centres in the area. The position in respect of rents and yields is considered to be encouraging given the generally challenging market conditions. This is a sign of ongoing investor confidence.</p>

In respect of the probability of leasing vacant premises, 50% of premises can be anticipated to be let within 10 months, with approximately 75% of premises being let within 12 months.

Pedestrian Flows

Pedestrian movement and activity varies considerably throughout the town centre, with the greatest concentration of activity being observed around Market Place, and along Duke Street and Bell Street. This area is reflective of the centre’s core and the proliferation of comparison goods and leisure operators on these streets.

More limited levels of pedestrian activity were observed at the southern and northern ends of the town centre, along Station Road and the northern end of Bell Street. Even lower levels of activity were observed in more peripheral areas such as New Street.

Although the volume of passing traffic could form a barrier to movement, particularly at times and areas of high congestion, the number of controlled pedestrian crossing points and the generally slow speed at which this traffic moves is such that traffic is not considered to represent a significant barrier to pedestrian movement.

Accessibility

Located on the A4130 between Didcot and Maidenhead and the A4155 to Reading, Henley-on-Thames is well integrated into the wider road network. In respect of car parking, there is a significant quantum of spaces available in the town centre. Car parking provision includes the large surface level car parks at Kings Road (357 spaces), Greys Road (154 spaces) and Southfields (57 spaces). Both Kings Road and Greys Road car parks provide an hour of free car parking for visitors into the town centre. The car parks are supplemented by a limited amount of on-street car parking along Hart Street and Market Place. Henley-on-Thames is therefore considered to be easily accessible by private vehicle.

The town centre is considered to benefit from good access by bus. Bus stops on Hart Street support service numbers 23, 23A, 33, 239, 800, and 850. These services provide access to Reading, Didcot and Great Western Park. Additional stops on Bell Street provide access to High Wycombe. Bus route 152, which is the Henley-on-Thames Circular, provides access to a range of destinations throughout the town centre.

Whilst some of these services run at limited times, the 33 route which runs to Didcot, Oxford and Wallingford operates from early morning to late in the evening seven days per week.

Henley-on-Thames railway station is the terminus of the Regatta Branch Line. The station supports direct services to Twyford railway station, from which the Great Western Mainline between London Paddington and Bristol can be accessed. At peak times, there are two services per hour to Twyford.

There are a number of cycle parking facilities in the town centre, including at Market Place. Pedestrian accessibility and ease of movement is generally good, however it is impacted upon by the narrowness of the pedestrian footpaths throughout Henley-on-Thames and the considerable amount of traffic that moves through the town centre. Although there are a number of controlled pedestrian crossing points throughout Henley-on-Thames, these are not necessarily located in such a way as to reflect pedestrian desire lines and a number of ‘jaywalkers’ were observed in the town centre.

Perception of Safety

At the time of our visit, Henley-on-Thames was considered to be a safe and secure retail centre, with little obvious evidence of crime, litter or anti-social behaviour.

The most central areas of the town centre, particularly around Market Place and along Bell Street and Duke Street, have a particularly high standard of natural surveillance resulting from high levels of pedestrian activity and active ground floor uses. However, areas further from the centre, such as on New Street and at Market Place Mews, benefit from generally lower levels of pedestrian activity and a lesser level of natural surveillance. This has the impact of making these areas feel less secure. However, the standard of safety throughout all areas of the town centre is still considered to be good.

The proportion of traffic moving through the centre does have a negative impact upon pedestrian safety in the town centre. This is the result of narrow pedestrian footways that provide limited separation between vehicles and pedestrians in parts of the town. However, as this traffic generally moves slowly through the centre, and due to the provision of controlled pedestrian crossing points, this is not considered to be a significant detrimental issue.

Environmental Quality

Henley-on-Thames is considered to have a very high standard of environmental quality. The proportion of period and heritage buildings throughout the town centre – including the Town Hall at Market Place, St Marys Church and along Hart Street and Market Place – provide positive and attractive points of interest and add to the centre’s character and high quality built environment. The town centre’s unique appearance reflects both its historic development pattern, its proximity to the River Thames and the investment in individual units throughout the town. The town centre links well with the River Thames, which provides further interest. Consequently, Henley-on-Thames is a charming and attractive destination.

The environmental quality is generally strong throughout the centre, even in peripheral areas. However, the amount of traffic observed around the junction of Greys Road, Friday Street, Duke Street and Reading Road is a moderate negative factor. The idling traffic is partially explained by the historic development pattern of the town centre, which results in narrow road carriageways.

The commercial units along Market Place and Bell Street are generally of a high quality, with evidence of upkeep and maintenance visible. Seasonal planting, street furniture and evidence of a café culture (particularly around Market Place) further improve Henley-on-Thames’ sense of place. The area of the town centre around the River Thames is considered to have a particularly high standard of environmental quality.

Conclusions

Henley-on-Thames is anchored by a diverse range of operators, which provide for the needs of both the local population and visitors. The town’s offer has evolved to meet the range in visitors.

The town centre is a highly experiential retail environment with a diverse range of shops, bars, restaurants, and a cultural offer which underpins both the daytime and evening economic offer.

Our survey recorded a vacancy rate in respect of units of 8.3%. Vacant units are distributed throughout the town centre and no part of Henley-on-Thames has a particular issue in respect of vacancies. By virtue of the town’s strong comparison goods and leisure service offer, the good general level of activity in the centre and its stable vacancy rate, Henley-on-Thames is found to be a highly vital and viable

centre. This is also verified by the strong commercial market and the relatively low and stable yields secured on property.

Thame market town centre

Description

Thame town centre is located in the far north-west of the South Oxfordshire authority area, close to the border with Buckinghamshire. Whilst the town is somewhat geographically isolated from other centres in the authority area, the centre is well integrated into the wider road and public transport network, which ensures a relatively high standard of accessibility.

The town centre itself is concentrated along High Street and Cornmarket, and is considered to be an attractive and characterful destination. The retail offer in the town comprises a diverse range of independent operators, as well as key national multiples. The town has a strong, well-organised range of traders who help to drive change and engagement in Thame. The centre's offer is anchored by a Waitrose foodstore (which is situated to the rear of main town centre at the end of Greyhound Walk) and Sainsbury's on High Street.

Overall, the strong range of independent operators makes a significant contribution towards the vibrancy of the town centre.



Figure 1: Thame Market, held on a Tuesday, is one of the larger markets in South Oxfordshire and appeared well-used at the time of our visit.



Figure 2: The Waitrose foodstore, although removed from the main core of Thame town centre, is a key driver of activity and provides for a reasonable level of linked trips.



Figure 3: Greyhound Walk is a key pedestrian route between the Waitrose foodstore and the retail core of the town centre. It also provides a key destination for food and drink operators, such as Gloria's restaurant.



Figure 4: High Street is the key route through Thame, accommodating the majority of the national multiple operators in the town centre. Thame provides a diverse range of operators, serving both local and more specialist needs.

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Study Centres Average at 2022 (%)
Comparison	5,410	23.9%	30.2%	29.6%
Convenience	5,750	25.4%	15.5%	17.2%
Financial and Business	2,450	10.8%	6.7%	8.3%
Leisure	5,390	23.8%	26.1%	24.8%
Retail	2,780	12.3%	7.2%	10.8%
Vacant	900	4.0%	13.8%	9.3%
TOTAL	22,680	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; UK Average from Experian Goad Report September 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units at 2013 (%)	Units UK Average at 2022 (%)	Study Centres Avg. at 2022 (%)
Comparison	44	32.4%	37.4%	26.9%	29.4%
Convenience	14	10.3%	13.0%	9.3%	7.9%
Financial and Business	22	16.2%	44.3%	8.8%	11.7%
Leisure	21	15.4%		25.2%	22.3%
Retail	27	19.9%		15.8%	18.3%
Vacant	8	5.9%	5.3%	13.8%	10.5%
TOTAL	136	100%	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; 2013 figures sourced from Retail and Leisure Needs Assessment Update 2015; UK Average from Experian Goad Report September 2022

Uses

Thame town centre accommodates a diverse range of operators, which include both operators to serve the day-to-day needs of the local community and a number of more specialist operators.

There are 14 convenience goods operators in Thame, which are anchored by a Waitrose foodstore. Whilst this store is removed from the main retail circuit of Thame, it is linked to the town centre by Greyhound Walk, which was observed to be a well-used route at the time of our visit. The 14 operators account for 10.3% of all units, a figure broadly comparable national average level, and 25.4% of the total stock of commercial floorspace in Thame. Operators include a Sainsbury's Local and McColl's, as well as delicatessens, a butcher and a bakery.

The Thame Charter Market is held at the Upper High Street car park (every Tuesday between 9am and 3pm) and offers a range of produce, including gifts, homeware and clothes. A Local Produce Market is also held on the second Tuesday of each month.

Comparison goods operators, of which there are 44 in Thame, comprise 32.4% of all operators in the town centre. These operators account for 5,410 sq.m of commercial floorspace, which equates to 23.9% of the total stock. Operators are relatively diverse, including traders focused on providing for the needs of the community within the town, such as chemists, clothing stores, variety stores and stationery shops, but also a number of more specialist retailers that are considered likely to draw from a wider catchment area. These operators include a jewellers, interior decoration and furniture shops, vintage/arts and craft shops and a carpet and flooring shop.

Considered together, retail uses (convenience and comparison) account for 42.7% of units, which is substantially above the national average level of 36.2%. Whilst

the proportion of units dedicated to retail purposes has reduced from 2013 (when they accounted for 50.4% of commercial units), Thame's retail offer remains strong for a centre of its size. In this regard, the proportion of commercial floorspace and units dedicated to convenience goods use on Thame is above the average level recorded throughout South Oxfordshire and Vale of White Horse's principal centres. In terms of floorspace, the proportion dedicated to convenience goods use in Thame town centre is 8.2 percentage points above the Study centres average of 17.2%.

There are 70 service (business, retail and financial and business) operators in Thame. These account for 51.1% of all units in the town centre, as well as 46.8% of the total stock of retail floorspace.

The leisure service offer is relatively diverse, with the town centre supporting 21 such operators. Whilst leisure service operators account for the fewest number of service uses, operators include four cafes, four restaurants and three bars and public houses. The centre also accommodates a hotel, The Spread Eagle, at the Cornmarket which provides 35 rooms.

Thame's leisure service offer is augmented by the Players Theatre (which also hosts the Thame Cinema for All) on Nelson Street. This facility helps broaden the town centre offer during the day and into the evening. Thame also has a modern public library, which is centrally located on North Street.

Alongside this, there are 27 retail service operators (occupying 19.9% of all units in Thame) which include opticians, travel agents, hairdressers, dry cleaners and launderettes, an undertaker and a Post Office. There are also 22 financial and business service operators in the town centre, which account for 16.2% of all units.

In terms of the character of commercial provision, the centre predominantly hosts independent operators. This is reflective of the relatively limited scale of the town and the traditional nature of the commercial stock of properties. Key national multiples which are present include White Stuff, Mountain Warehouse, Fat Face and Crew Clothing, all of which are frequently found in attractive market towns, like Thame.

Thame is a compact centre focused around Market Street, Cornmarket and High Street. There is a particular concentration of convenience goods operators and leisure providers to the south of Cornmarket, and a concentration of comparison goods operators to the north. The large commercial units are situated to the south of Cornmarket, which typically provide greater scope to accommodate grocery operators. The exception to this is the Waitrose unit which is situated to the north of the centre.

Stakeholders raised concerns about the loss of independent operators in the town in recent years, and the growth of charity shops, barbers and estate agents in Thame. The high and increasing rents being charged to operators in the town were also mentioned, with increases in these having anecdotally resulted in some operators changing the nature of their business to focus solely online, rather than having a 'bricks-and-mortar' presence on the high street.

Stakeholders underscored the continued importance of free car parking to those visiting the town centre as a means to drive footfall and activity into the town centre. The role of the market, although noted as having struggled in recent years,

	<p>was also noted by stakeholders. Notwithstanding this, stakeholders praised the independent offer in the town, and the strong role played by events such as the Thame Art Crawl in driving activity in the town.</p>
<p>Daytime / evening economy</p>	<p>Thame is considered to have a robust daytime and evening economic offer. The centre provides a diverse range of operators which provide for the day-to-day needs of the local community including retail banks and convenience goods operators, such as Sainsbury’s and Waitrose. These operators are supported by a strong and diverse range of cafés and eateries, which support the daytime function of Thame.</p> <p>In respect of the evening economic offer, there is a strong food and drink offer in Thame, alongside the Players Theatre on Nelson Street, which also accommodates the Thame Cinema for All. However, there is limited synergy in the operating hours between daytime and evening economic operators. Given this, extended operating hours of comparison goods operators could be considered, although it is understood that similar attempts in the past have generally been unsuccessful.</p> <p>Given that Thame provides a particularly pleasant environment, it is perhaps surprising that the food and drink offer in the town is not better developed. Notable existing provision includes the Prezzo Italian restaurant and the James Figg pub, which provides an attractive outside seating area.</p>
<p>Vacancies</p>	<p>There are eight vacant units located within Thame town centre. These units account for 5.9% of all units, which is significantly under national average level and broadly similar to the rate recorded in 2013. An even smaller proportion (4.0%) of floorspace was identified as being vacant.</p> <p>Whilst the vacant units are generally located throughout the town centre, there is a small concentration of three vacant units at Swan Walk. This area is removed from the main retail circuit and, therefore, has lower levels of footfall and a reduced level of vitality.</p>
<p>Opportunity Sites</p>	<p>In respect of opportunity sites, these are limited due to the tight urban fabric of Thame town centre. Indeed, by virtue of the historic nature of the town centre and the generally limited size of its retail units, Thame is largely dominated by independent operators, with few larger units which could be of particular appeal to national multiple operators.</p> <p>One significant potential opportunity site close to the town centre is the Cattlemarket site and car park. This site has been previously identified as having redevelopment potential and it is understood that the current lease is due to expire shortly.</p>
<p>Market Summary</p>	<p>With reference to Costar data sourced in November 2022, the average market rent currently achieved in Thame is £25.61 per sq.ft, with this figure representing a 0.2% increase on the £25.56 per sq.ft achieved in the previous 12 month period. Conversely, the average market sale price per sq.ft has decreased over the past 12 month period, down 6.5% to £226 per sq.ft. Notwithstanding this, Costar currently predicts that market rents will increase to circa £27.50 per sq.ft by 2026.</p> <p>In respect of yields, Costar find that the current market yield is 6.7%, with this figure having increased 0.3 percentage points from the 6.4% market yield identified across the previous 12 month period. The current market yield is forecast to remain generally static over the period to 2026 in Thame.</p>

Increases in rents and decreases in yields are generally considered positive signs in respect of investor confidence in a given location. In this instance, Thame's yields are around average for the Study Area, which is a sign of moderate confidence.

In respect of the probability of leasing vacant premises, 50% of premises are generally let within 8 months on the market, with approximately 75% of premises being let within 12 months.

Pedestrian Flows

Our visit coincided with Market Day in the town and, as such, pedestrian activity was pronounced around Buttermarket and Cornmarket, where the market is held. Elsewhere in the town centre, substantially lower levels of pedestrian activity were observed along North Street and Upper High Street. This lower level of activity is potentially reflective of the more limited proportion of active ground floor uses in these locations. Limited crossings were observed between the southern and northern side of High Street/Cornmarket/Upper High Street. This is considered reflective of the challenge that these roads pose to safe pedestrian movements.

Strong levels of linked trips were observed between the Waitrose foodstore via Greyhound Walk to the rest of the town centre. This suggests that the operator anchors Thame and plays a key role in driving activity through the town centre. However, a significant number of visitors to Waitrose were also observed to be arriving by car, and using the adjacent car park to undertake a trip directly to the facility rather than linking their visit to other destinations in the town centre.

It is understood from stakeholders that there was greater footfall during the Covid-19 pandemic, but that this has subsequently decreased following the 're-opening' of Thame and the wider economy more generally. However, stakeholders have also noted that, when compared to patterns pre-pandemic, footfall is now anecdotally unpredictable, with no one day standing out as benefiting from greater levels of activity.

Accessibility

Thame is considered to have a reasonable standard of accessibility. There is a significant amount of free, surface level car parking located throughout Thame town centre. This includes 145 spaces at Cattlemarket, 123 spaces at Upper High Street, 68 spaces at Southern Road and 31 spaces at High Street – these facilities provide an hour of free parking for visitors to Thame. In addition to the above, there is also a significant amount of on-street car parking provided along High Street, as well as car parking at the Waitrose foodstore. The provision of free car parking in the town centre has been described by stakeholders as being crucial to driving footfall through Thame. Overall, Thame is considered to be highly accessible by private vehicle.

Thame town centre is well integrated into the public transport network. From bus stops along High Street a range of services, including the 40, 110, 120, 121, 280, X8 and X20 services can be accessed. These provide access to a range of destinations, including Oxford, Aylesbury, High Wycombe and a range of other destinations throughout South Oxfordshire. Bus route 121 is the Thame Circular service, and provides access throughout the wider town. Unlike other town centres in the authority area, there is no train station in Thame. Notwithstanding this, Thame is still considered to be easily accessible via public transport.

The most popular bus routes (including the 40 route to High Wycombe and the X20 and 280 routes between Oxford and Aylesbury) provide services seven days per week. The 280 service is especially frequent and runs from early morning into the evening.

Pedestrian accessibility is also considered to be good, with the limited amount of relatively slow moving traffic that uses both the Cornmarket, Upper High Street and High Street not posing a significant barrier to movement. This is further improved by both controlled zebra and raised crossing points in the town centre. However, these crossing points could perhaps be more centrally located and do not appear to reflect pedestrian desire lines, which we observed as a potential issue.

Perception of Safety

Thame town centre is formed by a linear retail core, surrounding a central retail 'island' around Buttermarket and Cornmarket. Accordingly, the town centre benefits from a high standard of natural surveillance, with most parts of the town centre being relatively open. This gives the impression of a safe and secure town centre. Additionally, although pedestrian levels were relatively low, constant activity throughout most of the centre further enhances the perception of safety. However, enclosed locations, such as Swan Walk Shopping Centre, benefit from lower levels of overlooking, and are thus subject to a lower perception of safety.

In respect of pedestrian safety, although the centre has a limited number of safe pedestrian crossing points, vehicles generally move slowly through the town centre. Visibility for pedestrians crossing throughout the town centre is generally high, but the location of crossing points could be improved, particularly at the western end of the town centre. Notwithstanding this, Thame is considered to be a safe and secure town centre.

Environmental Quality

The environmental quality of the town centre is of a high standard, with the majority of retail units well maintained and attractive in appearance. Street-front retail displays are relatively tidy and do not add to an impression of street clutter.

Areas of public realm around the Cornmarket and Buttermarket are of a good standard, however these areas are also given over to car parking at times, which can have a negative impact on environmental quality. Street trees, particularly along Upper High Street, and some seasonal planters throughout Thame further improve the appearance and attractiveness of the town centre. The centre also benefits from signposting and resting points throughout the Cornmarket/Buttermarket area.

Period buildings, including the Town Hall and the War Memorial in the eastern end of the town centre, add both attractive architectural elements and create landmarks which help define the town centre. The lack of vacant buildings or development plots within the core of the town centre contributes to its overall vibrancy and bolsters the town's overall environmental quality. Greyhound Walk displays elements of café culture, which further adds to the appeal and appearance of the town centre.

Despite the centre being dominated by public highways and lacking significant pedestrianised areas, the relatively limited traffic that moves through the centre does so at slow speeds. This traffic does not therefore have a significantly detrimental impact on the centre's environmental quality.

Conclusions

Thame town centre is located in the far north-west of the South Oxfordshire authority area, close to the border with Buckinghamshire. The town centre itself is concentrated along High Street and Cornmarket, and is considered to be an attractive and characterful destination. Whilst the town is therefore somewhat geographically isolated from other centres in the authority area, Thame town centre accommodates a diverse range of operators, which include both operators

to serve the day-to-day needs of the local community and a number of more specialist operators.

There are eight vacant units located within Thame town centre. These units account for 5.9% of all units, a figure broadly similar to that recorded at 2013 and significantly below the current national average level.

By virtue of the significant quantum of footfall, high occupancy rates and diverse retail and service offer in Thame, the town centre is found to be highly vital and viable.

Wallingford market town centre

Description

Wallingford is an historic and charming market town, focused around the Market Place and High Street. The town centre itself is situated to the east of the River Thames, and the town is relatively centrally located in South Oxfordshire. The town therefore serves a key service role to the local community, although by virtue of the town’s relatively easy accessibility to Didcot in the west and Henley in the east, the town’s offer is distinctly geared towards serving the needs of the local community, as opposed to a wider catchment area.

The town’s retail offer is anchored by a Waitrose foodstore (built in 2005), but also includes a diverse range of retail and service operators that provide a particularly strong food and drink offer. Wallingford’s convenience offer is further augmented by a Lidl foodstore to the west of the town centre in Hithercroft Road. Operators are largely independent in nature and reflect the historic and characterful nature of the town centre. The centre is generally very well maintained, and this adds further to the appearance and quality of the centre’s retail environment.



Figure 1: Whilst pedestrian accessibility is generally good in Wallingford, the junction of New Road, St Martin’s Street, St Mary’s Street and Goldsmith’s Lane has a number of obscured entrances which make safe movement somewhat challenging.



Figure 2: Market Place is well maintained and provides a focal point for activity in the town. It is also a key transport interchange, with many bus services running through the area.



Figure 3: Limited pedestrian activity was observed along the southern portion of St Martin’s Street, leading away from Market Place.



Figure 4: The Waitrose foodstore on St Martin’s Street underpins the convenience goods offer in Wallingford and clearly drives a significant level of pedestrian footfall in the town.

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Study Centres Average at 2022 (%)
Comparison	6,670	29.4%	30.2%	29.6%
Convenience	4,060	17.9%	15.5%	17.2%
Financial and Business	1,770	7.8%	6.7%	8.3%
Leisure	5,350	23.6%	26.1%	24.8%
Retail	3,510	15.5%	7.2%	10.8%
Vacant	1,300	5.7%	13.8%	9.3%
TOTAL	2,660	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; UK Average from Experian Goad Report September 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units at 2013 (%)	Units UK Average at 2022 (%)	Study Centres Avg. at 2022 (%)
Comparison	44	33.8%	32.7%	26.9%	29.4%
Convenience	8	6.2%	8.3%	9.3%	7.9%
Financial and Business	14	10.8%	47.2%	8.8%	11.7%
Leisure	31	23.8%		25.2%	22.3%
Retail	23	17.7%		15.8%	18.3%
Vacant	10	7.7%	11.5%	13.8%	10.5%
TOTAL	130	100%	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; 2013 figures sourced from Retail and Leisure Needs Assessment Update 2015; UK Average from Experian Goad Report September 2022

Uses

Wallingford accommodates a good proportion of comparison goods operators, which means that the percentage of units dedicated to this use is above national average level (33.8% compared to 26.9% nationally) and the average evident across South Oxfordshire and Vale of White Horse’s principal centres (29.4%). Surprisingly, there has been a small increase in the proportion of commercial units dedicated to comparison goods use since 2013 (when such uses accounted for 32.7% of all units). These retailers, which are located throughout the town centre, include those which serve the day-to-day needs of the local community (such as chemists, clothing stores and charity shops) as well as more specialist retailers (including art galleries, antique shops and interior decorators).

There are eight convenience goods retailers located throughout the town centre, including a Waitrose foodstore on St Martin’s Street. Other convenience operators in the town centre include a grocer, an off-licence, a bakery and a tea and coffee merchant. The eight convenience goods operators account for 6.2% of all units in the town centre, but, by virtue of the relative size of the Waitrose unit, a significantly greater proportion of floorspace. In total, 17.9% of the total stock of commercial floorspace is occupied by convenience goods retailers.

Collectively, convenience and comparison goods operators occupy 40.0% of units, which is above the national average rate of 36.2% and the Study principal centres average of 37.3%.

A weekly Charter Market is held in the town centre, alongside farmers markets and other themed markets throughout the year. The Charter Market is held weekly on a Friday, and accommodates a range of traders selling plants, food, gifts and more.

There are 68 service (leisure, retail and financial and business) operators in Wallingford town centre.

The 31 leisure service operators account for 23.8% of all units, and 23.6% of the total stock of retail floorspace. Leisure service operators include eight cafes, five restaurants, and five bars and public houses. The food and drink offer in the centre is almost wholly comprised of independents, with the Pizza Express at St Mary’s Street being the only exception. The hospitality offer in the centre also includes The George Hotel, which is a 16th century coaching inn with 39 rooms.

The Corn Exchange is situated on Market Place and performs an important role in providing a cultural offer within the town. It is multi-purpose venue which acts as a theatre, cinema, comedy and music venue. The venue seats 176 people and acts as an important anchor for the evening economy.

There are 23 retail service operators in Wallingford town centre, which account for 17.7% of all units in the town centre, alongside 14 financial and business service operators, which account for 10.8% of all units.

In terms of the character of commercial provision, Wallingford is characterised by its independent offer. This reflects the specialist nature of some retailers and the commercial stock, which is traditional in character and largely of limited scale. Wallingford’s independents include antique shops, bookshops, and gift shops. The town’s principal national multiple retailers are Waitrose, Greggs, Boots, and Clarks. These are augmented by three charity shop operators (Cancer Research, Oxfam and Sue Ryder).

Retail and service uses are generally distributed evenly across the centre. The Waitrose store to the north of the centre acts as a key anchor and the Market Place is also a key focus of activity.

The commercial offer of the centre is augmented by Wallingford public library which is located on High Street.

Daytime / evening economy

The daytime economic offer in Wallingford is focused largely around providing for the day-to-day needs of the local community, and the centre’s offer is therefore focused on serving this function. This offer is augmented by a relatively good range of café operators. The evening economy is focused on The Corn Exchange theatre and a limited number of hospitality operators, including Pizza Express and the Old Post Office. The evening offer may therefore represent a future area for potential expansion.

In terms of the centre’s offer, stakeholders mentioned the strong range of festivals held in the town, which draw from a wider catchment area. The relationships between traders and the Town Council were also mentioned by stakeholders as a strength, which could lead to further joint initiatives and events in the future.

Vacancies

Our survey recorded 10 vacant units in Wallingford, which represent 7.7% of all units in the town centre. This figure represents a lower proportion of vacant units than the current national average, and a lower proportion than that recorded in the centre in 2013. This is an encouraging sign of the centre’s resilience despite recent challenging conditions for high streets generally.

There are two small concentrations of vacant units in the town centre, including three units at Market Place (which includes the former Barclays Bank unit) and three units along St Martin’s Street. These areas moderately impact upon the

overall perception of vibrancy in parts of the centre. Vacant units at the Market Place are centrally located and are therefore particularly visible.

Opportunity Sites

As is the case with a number of other towns throughout the two authority areas, Wallingford is the subject of considerable residential development, including the construction of 555 dwellings at Calvin Thomas Way/Bosley Way to the west of the town itself. This scale of new residential development, together with the new Silversmith Place retirement development at St Martin’s Street, has the potential to improve activity and footfall in the town centre.

Due to the historic street pattern and tight urban grain, there are not considered to be significant opportunity sites in and around the town centre.

More generally, stakeholders noted the strong relationship between traders and the Town Council and suggested that this may provide further opportunities for initiatives which bring in additional footfall. This could be achieved through extended opening hours to drive activity into the early evening; an increased focus on a wider range of festivals or events; or even through increased exploitation of the centre’s historic nature and links to key figures, including Agatha Christie.

Market Summary

With reference to Costar data sourced in November 2022, the average market rent currently achieved in Thame is £27.12 per sq.ft, with this figure representing a 0.2% increase on the £27.07 per sq.ft achieved in the previous 12 month period. Conversely, the average market sale price per sq.ft has decreased over the past 12 month period, down 4.1% to £225 per sq.ft. Notwithstanding this, Costar currently predicts that market rents will increase to circa £29.00 per sq.ft by 2026.

In respect of yields, Costar identifies that the current average market yield is 6.7%, with this figure increasing only slightly from the 6.5% market yield observed in the previous 12-month period. The current market yield is forecast to remain largely unchanged in the period to 2026 in Wallingford.

Increases in rents and decreases in yields are generally considered positive signs in respect of investor confidence in a given location. In this instance, Wallingford’s yields are around average across the centres considered by this Study. This is considered to be a sign of moderate investor confidence.

In respect of the probability of leasing vacant premises, 50% of premises can be anticipated to be let within 7.5 months of being placed on the market, with approximately 75% of premises let within 12 months.

Pedestrian Flows

Pedestrian activity varies considerably throughout Wallingford town centre. The greatest levels of activity were observed around the Waitrose foodstore, Market Place, and along St Martin’s Street between Market Place and High Street. In the case of the Waitrose foodstore, the level of activity suggests this operation is a key anchor in the town centre and provides a range of goods to serve the day-to-day needs of the local community. Some linked trips were observed between this destination and the wider town centre.

In respect of the strong pedestrian activity noted around Market Place and along St Martin’s Street, the level of footfall here is reflective of this area being the centre of Wallingford’s comparison goods offer, as well as the location of the town’s retail bank (Lloyds Bank). Feathers Yard, which links the Waitrose car park with the ‘core’ of the town centre, is a well-used pedestrian route. The pedestrianised part of St Mary’s Street to the north of Market Place provides a

safe and attractive retail environment, which facilitates safe pedestrian movements.

Limited activity was observed along the southern portion of St Martin’s Street, leading away from Market Place and along High Street at the north of the town centre. In respect of High Street, the volume of traffic movements on a relatively narrow highway are considered to represent a barrier to pedestrian movement.

The lowest activity in the centre was observed along St Mary’s Street, particularly along the southernmost part of the road towards New Road. This area of Wallingford has a limited number of retail units and as such is not considered likely to attract a strong flow of pedestrians.

Accessibility

Wallingford is considered to have a high standard of accessibility, notwithstanding the lack of access to the wider train network locally or nationally. In respect of public transport, from bus stops at Market Place a wide range of services can be accessed. These include 23, 23A, 33, 133, 133L, 134, 134L, 136, 137, 138A, 138B, 138C, D2, BB2, NX40 River Rapids, X39 River Rapids, and X40 River Rapids. These services provide frequent access to a range of destinations across the authority areas, including Oxford, Reading, Didcot, Cholsey, Wallingford, Great Western Park, Goring, and Henley. Public transport is therefore considered to be readily accessible from Wallingford.

Whilst some of these services run at limited times, the most popular routes (including the 33 route which runs to Abingdon, Henley-on-Thames and Oxford, and the X40 route to Oxford and Reading) operate from early morning to the early hours of the following morning (at the weekend). Whilst the lack of access to the train network is a negative influence on the standard of accessibility by public transport, the range and frequency of bus services to the town are such that the town centre is considered to be relatively easily accessible by public transport.

The town centre is easily accessible by road from the A4130, which links Didcot in the west and Henley in the east. Surface level car parks in the town centre include 151 spaces at Cattlemarket, 132 spaces at Goldsmith Lane, 29 spaces at Thames Street, 21 spaces at Castle Street, and 19 spaces at St Georges Road. Some of these car parks offer free short-stay parking (up to one or two hours). In addition, there are 185 car parking spaces associated with the Waitrose foodstore. Although the historic nature of the town centre itself limits the proportion of on-street car parking in Wallingford, the volume of surface level car parking is such that accessibility by private vehicle is considered to be good. Stakeholders referenced the importance of providing free car parking in order to generate activity through the town centre.

Pedestrian accessibility is of a high standard, with footpaths and alleys running throughout the entire town centre and its historic core. However, these routes sometimes do not reflect pedestrian desire lines and, as such, walking north to south in the town is considered easier than walking east to west. Limited traffic movements through the town centre ensure that pedestrian movements are relatively straightforward, although the junction of New Road, St Martin’s Street, St Mary’s Street and Goldsmith’s Lane has a number of obscured entrances which make safe movement somewhat challenging.

Perception of Safety

At the time of our visit, Wallingford was perceived to be a safe and secure town centre with little obvious evidence of crime, litter or anti-social behaviour.

Although more central areas around Market Place and St Martin’s Street benefit from a good standard of natural surveillance, and high levels of pedestrian activity, areas further from the centre, including High Street and St Mary’s Street, feel somewhat less secure. This is partially due to the lower levels of pedestrian activity here. However, the overall perception of safety in the centre is considered to be good.

Pedestrian safety is somewhat compromised by the considerable amount of traffic that moves through the centre and the narrow pedestrian footways, which provide limited separation between vehicles and pedestrians along High Street and at the junction of New Road, St Martin’s Street, St Mary’s Street and Goldsmith’s Lane.

Environmental Quality

Period and historic buildings in the town centre (including Church of St Mary-le-More and around Market Place), as well as a number of characterful shopfronts, provide positive points of interest and make a valuable contribution to the centre’s charming character and appeal as an attractive retail destination. Stakeholders referenced the importance of the historic offer in the town centre, including Wallingford Castle and felt that this, along with the town’s proximity to the River Thames, offered further opportunities to broaden the centre’s appeal to visitors.

In the northern part of the town centre, along High Street, the environmental quality is considered to be lower than in other parts of the town centre. There are fewer retailers here and the fact that this part of town is somewhat removed from the main ‘core’ of the centre, results in reduced levels of vibrancy and pedestrian activity. Furthermore, vehicle movements dominate this part of the town centre, with narrow pedestrian footways and idling traffic negatively influencing the perceived environmental quality in this area.

The appearance of Market Place is considered to be good, with visible evidence of upkeep/maintenance. The street furniture and attractive landscaping along St Martin’s Street to the north of Market Place further improves Wallingford’s sense of place.

In general, Wallingford has a high standard of environmental quality which is underpinned by its combination of historic buildings and generally high standard of appearance and upkeep. However, stakeholders thought that additional investment would be beneficial in the town to ensure that vacant units and areas with lower vibrancy were repurposed, and that the town could make more of its unique offer and key characteristics. Stakeholders also referenced opportunities to make more of the town’s location adjacent to the River Thames, potentially through improved signposting, as well as referencing the town’s historic nature and architecture, including Wallingford Castle

Conclusions

Wallingford is an historic and charming market town, focused around the Market Place and High Street. The town therefore serves a key service role to the local community, and this is evidenced by the key role played by the Waitrose foodstore. However, the centre also includes a diverse range of retail and service operators that provide a particularly strong food and drink offer.

Our survey recorded 10 vacant units in Wallingford, which account for 7.7% of all units in the town centre. This figure represents a lower proportion of vacant units than the current national average and is also lower than the vacancy rate recorded in Wallingford in 2013. Whilst there are concentrations of vacant units in the town centre, these are not considered to significantly impact upon the performance of the town centre.

It is acknowledged that the evening economy is relatively modest in Wallingford, and that the centre may have the potential to support additional food and drink operators. Notwithstanding this, Wallingford is currently considered to be a relatively vital and viable town centre.

Appendix 4: Vale of White Horse Healthchecks

Abingdon market town centre

Description

Located on the eastern boundary of Vale of White Horse, and just to the south of Oxford, Abingdon town centre is a key centre for residents in both authority areas. Centred around Bury Street and High Street, Abingdon provides a range of service and retail operators to serve the needs of the local community, including key national multiples such as Boots and New Look, as well as retail banks and food and drink operators. In the eastern part of the town centre is a Waitrose supermarket on Abbey Close.

The town centre is considered to be an attractive and characterful retail destination, providing a pleasant shopping experience in a setting characterised by a number of historic and period buildings. Areas of public realm are also of a high standard and generally well-maintained, and the centre's proximity to the River Thames lends a positive aspect to the wider town.

Although the proposal for the Abingdon BID was successful in 2019, the town's Chamber of Commerce and Visit Abingdon have played a more significant role in supporting businesses, through driving footfall and activity into the town centre.



Figure 1: The Abbey Centre, and Bury Street shown here, are the main focus for national multiple operators in the town centre.



Figure 2: At the time of our visit, High Street and Ock Street were closed to traffic due to an event being held in this space.



Figure 3: Away from the key routes in Abingdon, footfall and activity are considerably lighter. Operators in this location tend to have limited day-time economic uses.



Figure 4: The Waitrose foodstore on Abbey Close is the largest convenience goods retailer in Abingdon town centre. However, a limited proportion of trips were observed between the main core of Abingdon and the foodstore.

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Study Centres Average at 2022 (%)
Comparison	7,330	23.2%	30.2%	29.6%
Convenience	4,740	15.0%	15.5%	17.2%
Financial and Business	3,850	12.2%	6.7%	8.3%
Leisure	8,320	26.3%	26.1%	24.8%
Retail Service	3,700	11.7%	7.2%	10.8%
Vacant	3,670	11.6%	13.8%	9.3%
TOTAL	31,610	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; UK Average from Experian Goad Report September 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units at 2012 (%)	Units UK Average at 2022 (%)	Study Centres Average at 2022 (%)	A
Comparison	46	23.2%	36.3%	26.9%	29.6%	
Convenience	11	5.6%	7.3%	9.3%	17.2%	
Financial and Business	26	13.1%	16.7%	8.8%	8.3%	
Leisure	48	24.2%	16.2%	25.2%	24.8%	
Retail Service	42	21.2%	12.3%	15.8%	10.8%	
Vacant	25	12.6%	11.2%	13.8%	9.3%	
TOTAL	198	100%	100%	100%	100%	

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; 2012 figures sourced from 2013 Retail and Town Centre Study; UK Average from Experian Goad Report September 2022

Uses

Since 2012, there has been a significant reduction in the overall quantum of comparison goods units in the town centre, with the proportion of comparison goods units falling from 36.3% to 23.2%. Notable closures have included Beales, M&Co and Peacocks, with such closures broadly reflecting wider trends observed in high streets nationally during this period. The proportion of comparison goods units in comparison goods retail use is now below the national average figure of 26.9%. Notwithstanding the changes noted in this sector since 2012, key national multiples retaining a presence in Abingdon include New Look, Fat Face, and WH Smith. The range of comparison goods operators is considered appropriate in terms of meeting some of the needs which arise in the local area, but the offer is limited in respect of drawing trade from across a wider catchment.

There are 11 convenience goods operators in the town centre, which account for 5.6% of all units. Waitrose is the single supermarket in the town centre. Other operators include Holland & Barrett, Co-op Food, and Spar, as well as an independent deli and butcher. A Monday Charter Market is also held in the Market Place, operating between 8am and 3pm.

Considered together, retail uses (convenience and comparison) account for 28.8% of units, which compares to a national average figure of 36.2% and an average for Study Centres of 37.3%. The retail function of Abingdon is less than we would generally expect for a centre of its size.

At the time of our visit, service (leisure, retail, and financial and business) operators accounted for 58.6% of all units in the town centre, and 50.2% of the total stock of retail floorspace.

There are 48 leisure service operators, which account for 24.2% of all units. This proportion represents a significant increase on that recorded at 2012, when the figure was 16.2%. This suggests that some of the decrease in comparison goods operators noted above has been reflected by a growth in the proportion of leisure service operators in Abingdon. Leisure service operators include 13 cafes, 13 restaurants, and 11 bars and public houses. Whilst some national multiples such as Ask, Costa and Pizza Express have representation in the town, the majority of food and beverage operators in Abingdon are independents. The leisure service offer also incorporates more specialist operators including the Oracle snooker club and the Abbey Cinema. There are no dedicated hoteliers within the centre, with the principal hotel provision in the wider area comprising the Hilton Garden Inn and Premier Inn to the west of the centre.

Alongside this, there are 42 retail service operators (which account for 21.2% of all units) and 26 financial and business service operators (which account for 13.1% of all units).

The proportion of commercial units dedicated to retail service offer has increased by 8.9 percentage points since 2012 (when retail service uses accounted for 12.3% of commercial units). This can be attributed to the number of health and beauty operators in the centre, which include a good number of barbers, beauticians, hairdressers, and nail bars.

The level of financial and business service operators in Abingdon accounted for 16.7% of commercial units in 2012, but this has decreased by 3.6 percentage points to 13.1% at 2022. This reduction reflects wider trends and the general increased propensity to undertake financial transactions online. Notwithstanding this, at the time of survey Abingdon town centre accommodated eight banks and building societies, including Barclays, HSBC, Lloyds, Nationwide, and NatWest.

In terms of the character of commercial provision, there is a good mix of national multiple and independent operators. The attractive environment and historic properties assist in providing a characterful independent offer. Whilst there are a number of national multiples in the centre, many of these provide day-to-day goods and services rather than act as an attractor capable of drawing significant trade in from the wider area. Larger national multiple comparison goods retailers include Poundland, Savers, and the Oxfam charity shop.

Bury Street and the Abbey Shopping Centre is a particular focus for retailers. This is the heart of the centre and comprises a pedestrianised street with modern, purpose-built retail units. The limited service offer in this location perhaps reflects the character of properties and the fact that they have been principally designed to accommodate retail uses.

Leisure service operators are concentrated around High Street, The Square and Bath Street, and also around Bridge Street in the southern part of the centre. In addition to modern bars and restaurants, these areas also accommodate traditional pubs such as The Broad Face and The Crown and Whistle. This part of Abingdon's offer appreciably adds character and opportunities for residents and visitors to linger.

The centre's wider offer is supplemented by Abingdon County Hall Museum, which tells the story of Abingdon as England's oldest continually inhabited town.

	<p>In terms of the general function of the centre, stakeholders referenced the number of young people who use the town centre but suggested that the centre lacks appropriate amenities which cater for these residents.</p>
<p>Daytime / evening economy</p>	<p>The daytime economic offer in Abingdon is underpinned by a reasonable range of comparison goods operators, which for the most part operate during daytime hours, as would be expected of such uses. Few of these operators extend opening hours into the early evening, and there is therefore limited crossover with the night-time economic operators in the town centre.</p> <p>The night-time economic offer in Abingdon is underpinned by a reasonable number of restaurant operators, including Limoncello and Hugomangos on Ock Street, as well as more specialist operators, such as the Unicorn Theatre and Abbey Cinema. The centre also accommodates a number of traditional pubs, some of which have outdoor seating areas. These operators act to drive footfall and activity into the town centre during the evening and provide a point of differentiation with other centres.</p> <p>The scale of Abingdon’s evening economy is broadly consistent with our expectations for a centre of its size. However, given its generally attractive nature, we believe that there may be scope for further leisure uses. In particular, further new leisure operators located around The Square and High Street may help provide a critical mass of activity which encourages additional visitors in the evening. Diversifying the centre’s evening economy offer (by supporting new and different leisure concepts) could also help establish Abingdon’s reputation as somewhere to go for a good night out. We note that Pablo Lounge opened at Bury Street in 2018 and we believe that further new operators of this nature – which are attract custom from the morning into the evening – would help modernise Abingdon’s food and drink offer.</p>
<p>Vacancies</p>	<p>Our surveyed recorded 25 vacant units within Abingdon town centre, which equates to 12.6% of all units in the town centre. This figure is slightly lower than the current national average of 13.8%. In respect of floorspace, the total stock of vacant retail floorspace is 11.6%, a figure that is again lower than the current national average. As such, taken as a whole, the current vacancy rate in Abingdon town centre is not considered to provide cause for concern.</p> <p>It should also be noted that there has been relatively little change over the period 2012 to 2022 in respect of the proportion of commercial units which are vacant, with the recorded rate increasing just 1.4 percentage points from 11.2% over this timeframe.</p> <p>There is a particular concentration of vacant units at the Abbey Shopping Centre, around the junction of Bury Street and the pedestrian cut-through to Bath Street. These vacant units include the former Peacocks store, which has been closed since 2020. Securing the re-occupation, or re-purposing, of vacant units in this location in particular is considered important in ensuring that vacant shopfronts do not detract from the overall perception of vitality in Abingdon.</p>
<p>Opportunity Sites</p>	<p>The northern part of the Abbey Shopping Centre includes a significant amount of vacant floorspace, and it is understood from stakeholders that the owner of these units has plans to revitalise this area to better meet the needs of modern operators. This area therefore represents a key opportunity site in the core of the town centre.</p>

In addition, the Upper Reaches Hotel (located at the corner of Bridge Street and Thames Street) has been vacant for some time and would benefit from re-use and refurbishment.

The Charter site, to the north of the centre, comprises civic buildings and a multi-storey car park which were constructed in the mid-1970s. This site does not connect particularly well with the remainder of the town centre and there is potential for a mixed-use development which would include housing, commercial uses, and public facilities.

Abbey House accommodates Oxfordshire County Council, the Citizens Advice Bureau, and (on a temporary basis) South Oxfordshire and Vale of White Horse Council staff. Abbey House would benefit from refurbishment and could become available to support office space, residential accommodation, a hotel, health hub or community uses.

The recently published Central Abingdon Regeneration Framework ('CARF') considers potential options for the Upper Reaches, Charter and Abbey House sites and more generally establishes aspirations for positive change in the town. The Regeneration Framework encourages people to get around the town on foot, by bike or by public transport in order to reduce traffic, improve air quality, and combat climate change. The Framework also promotes improved retail and recreational facilities with direct access to the River Thames and seeks to make best use of Abingdon's cultural and heritage assets.

Overall, the centre is characterised by a tight, historic street pattern and, whilst it will be important to reoccupy or repurpose vacant units, there are few larger development opportunities. Moreover, the household survey which supports this Study does not identify any substantial land use needs in the Abingdon area and it is not considered that there is a need to allocate sites for additional main town centre uses.

Market Summary

With reference to Costar data sourced in November 2022, the average annual market rent per sq.ft currently achieved in Abingdon is £20.40, with this figure representing a limited 0.4% increase on the £20.31 per sq.ft average achieved in the previous 12 month period. Conversely, the average market sale price per sq.ft has decreased over the past 12 month period, down 4.8% to £213 per sq.ft. Notwithstanding this, Costar currently predicts market rents to increase to circa £21.50 per sq.ft by 2026.

In respect of yields, Costar find that the current market yield is 7.8%, with this figure having barely changed from the 7.6% market yield observed in the previous 12-month period. The current market yield is forecast to remain largely static in Abingdon over the period to 2026. In respect of the probability of leasing vacant premises, Costar suggests that approximately 75% of premises are being let within six months.

Increases in rents and decreases in yields are generally considered positive signs in respect of investor confidence in a given location. In this instance, Abingdon's yields are higher than those recorded in other centres in the area and have slightly increased in recent times. This is a sign that investor confidence in the centre could be stronger.

Pedestrian Flows

At the time of our visit, pedestrian activity was concentrated around the Abbey Shopping Centre. The centre is principally a retail destination and does not

accommodate significant leisure operators. Due to the nature of its offer, activity around the Abbey Shopping Centre is focused around daytime hours.

A reasonable level of footfall was observed along High Street and Ock Street. These routes were closed to traffic at the time of our visit due to an event being held in this space. These closures provided a safe, inviting space for pedestrians, allowing for increased dwell and safer movements through the town centre. At other times, when these roads are opened to traffic, the ease of pedestrian movements away from Abingdon Town Square are considered to be somewhat more challenging, and the limited proportion of controlled pedestrian crossing points through the town centre has an impact on pedestrian movement.

It is evident that the main retail 'circuit' of Abingdon comprises the area around the Abbey Shopping Centre and along High Street/Ock Street. Around the Charter Car Park and on routes towards Waitrose, lesser levels of footfall were observed. This is likely due to the limited amount of active ground floor uses in these locations, thereby resulting in fewer attractions for visitors.

Accessibility

In general, Abingdon town centre is considered to have a relatively high standard of accessibility in respect of its catchment area, particularly for pedestrians and by private vehicles.

Although Abingdon is not located along a railway line, the town is well-integrated into the bus network. From bus stops on Stratton Way to the west of the town centre, a range of services including 13, 15, 33, 34, 41, 45, BB1, BB1A, C1, NX1, NX2 Connector, X2 Connector, X1 and X3 City are provided. These services allow access to a range of destinations, including Didcot, Oxford, Northway, Barton, Wallingford, Cowley, Witney and Culham, as well as a range of other destinations throughout Vale of White Horse and South Oxfordshire. Whilst some of these services run at limited times, the most popular routes (including the 33 route which runs to Henley-on-Thames, Oxford and Wallingford) operates from early morning to late in the evening (the last bus is after 11.00 pm). Whilst the lack of access to the train network is a negative influence on the standard of accessibility by public transport, the range and frequency of bus services to the town are such that the town centre is considered to be relatively easily accessible by public transport.

Whilst there is considerable bicycle parking located along High Street and throughout the town centre, the surrounding streets do not provide dedicated provision for cyclists which may impact on the accessibility of the centre via this means due to the narrow nature of many highways.

In respect of accessibility by vehicle, the town is well-located in respect of the wider road network, with the A34 running to the west of the wider town. Although the historic nature of the town centre and its traditional street-pattern does result in some congestion, this is not considered to be such that it would likely dissuade visitors from travelling. There is significant public car parking provision throughout the town centre, including 451 spaces at The Charter multi-storey (albeit fewer spaces are currently in operation due to structural issues with higher storeys), 75 spaces at Abbey Close, 69 spaces at Cattle Market, and 65 spaces at Civic. In addition, there are 250 spaces for customers of Waitrose to the east of the town centre.

Pedestrianised areas around the Abbey Shopping Centre on Bury Street and the Town Square provide a safe pedestrian and retail environment, which is easy to

move through and around. Whilst highways are relatively narrow throughout the centre, traffic generally moves at a relatively sedate pace and the environment generally feels safe for those on foot.

Perception of Safety

Abingdon generally feels safe and secure, with the perception being supported by the well-maintained environment, which is generally free from litter. One potential exception to this is the Charter multi-storey car park which is slightly isolated and benefits from limited natural surveillance. This part of the town centre is considered to have a lesser level of perceived safety.

Notwithstanding this, the centre is generally overlooked in most locations, and benefits from a good level of natural surveillance. Relatively high levels of pedestrian activity throughout most of the town centre increase the overall perception of safety in Abingdon.

Areas such as Abingdon Town Square, The Abbey Centre, High Street and Ock Street have an open feel, located close to the activity associated with the main retail core and with good visibility of the surroundings.

Although the centre generally feels safe and secure, the volume of vehicular movements that pass through the centre of Abingdon has a modest negative impact on the overall standard of pedestrian safety. Throughout the town centre, there are generally wide pedestrian footways along key routes. However, the historic nature of the town centre does result in a number of ‘pinch-points’, where the carriageway and footpaths are relatively tight. Away from these areas, and along pedestrianised routes through the Abbey Centre provide a relatively high standard of pedestrian safety.

Environmental Quality

Abingdon town centre is focused around an historic retail core, and is considered to be a generally attractive town which provides a pleasant retail environment. The town accommodates a number of historic buildings, including a good number which are listed. This includes the Guildhall and the County Hall Museum. Furthermore, the Abbey Gardens, to the east of the town centre is the location of the ruins of the Abbey that once sat in the town. These buildings and features lend a positive contribution towards the centre’s overall environmental quality.

Almost the entirety of the town centre is located within a defined Conservation Area, which is considered to be reflective of both the historic and attractive nature of the town. Stakeholders referenced the need to better promote the heritage offer in Abingdon, as a means of differentiating the town and raising awareness of Abingdon as a visitor destination. This could include promotion of architecture and period buildings, as well as making better connections and improved signposting to the Abbey and the River Thames.

The centre is generally well maintained, as are the retail units themselves. Street trees around Abingdon Town Square, as well as the attractive nature of many buildings in this location, provide an attractive and characterful area of public realm. Generally, the public realm in the surroundings is again well planned and maintained, with clear signposting around the centre. The exception to this is in relation to the river, which is generally poorly signposted and integrated with the town centre despite its proximity to it. Areas of public realm are of a simple design and provide opportunities for seating and café culture. No apparent environmental issues relating to vandalism were observed.

However, a negative contributor to the environmental quality of Abingdon is the volume of passing traffic through the centre. This is exacerbated by the narrow

nature of the roads in the parts of the centre, which result in some congestion and idling traffic at times.

Conclusions

Abingdon town centre provides a range of service and retail operators to serve the needs of the local community. Its general function is supported by the Waitrose supermarket on Abbey Close in the eastern part of the town centre. Abingdon is considered to be an attractive and characterful retail destination, providing a pleasant shopping experience in a setting characterised by a number of historic and period buildings, and the centre's proximity to the River Thames lends a positive aspect to the wider town.

Since 2012, there has been a significant reduction in the overall quantum of comparison goods units in the town centre, with the proportion of comparison goods units falling from 36.3% to 23.2%. Notable closures have included Beales, M&Co and Peacocks. Whilst some comparison goods floorspace has been repurposed for use by leisure operators, the reduction in Abingdon's retail function is notable.

In this context, Abingdon's current performance is considered to be moderate. Whilst the vacancy rate is not above national average level, it will be important to ensure that the centre's retail role is maintained and that further new and interesting operators secure representation. This will include hospitality and other leisure operators, which can help modernise Abingdon's offer and ensure that it is able to general footfall into the evening..

Faringdon market town centre

Description

Situated in the far west of the Vale of White Horse authority area, Faringdon is a relatively small and historic market town focused around Market Place. The town itself is largely a commuter town, situated between Oxford and Swindon. This, along with the centre's Civil War history and period buildings, including the Folly, drive a significant amount of tourist activity.

Faringdon is characterised by heritage buildings which are generally of a limited scale, and as such lacks a significant number of units of a format and size that would appeal to national multiple retailers. Whilst the majority of retailers are independents, national multiples which do have a presence in Faringdon include Boots, McColl's and Costa. In addition, there are a number of supermarkets located outside the town centre, including Aldi, Tesco and Waitrose. To the west of the town centre on Gloucester Road are a number of community facilities, including Faringdon Library and a medical centre.



Figure 1: The Market Place in the centre of Faringdon. As an historic market town, Faringdon has a considerable number of period and historic buildings, including the Old Town Hall.



Figure 2: Although parking in the town is relatively limited, there are some on-street car parking opportunities provided in the town. Stakeholders referenced parking on London Street being an issue.



Figure 3: The centre is well-maintained and tidy, with evidence of active community groups in the town visible at the time of our visit.



Figure 4: The vacant former Budgens unit on Marlborough Street. Stakeholders referenced the role that out-of-centre operators, such as Tesco, have played in reducing the performance and role of the town centre in meeting shopping needs.

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Study Centres Average at 2022 (%)
Comparison	1,860	19.6%	30.2%	29.6%
Convenience	420	4.4%	15.5%	17.2%
Financial and Business	660	6.9%	6.7%	8.3%
Leisure	3,670	38.6%	26.1%	24.8%
Retail	1,150	12.1%	7.2%	10.8%
Vacant	1,750	18.4%	13.8%	9.3%
TOTAL	9,510	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; UK Average from Experian Goad Report September 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units at 2012 (%)	Units UK Average at 2022 (%)	Study Centres Avg. at 2022 (%)
Comparison	12	20.3%	32.7%	26.9%	29.4%
Convenience	5	8.5%	12.2%	9.3%	7.9%
Financial and Business	5	8.5%	12.2%	8.8%	11.7%
Leisure	18	30.5%	16.3%	25.2%	22.3%
Retail	11	18.6%	18.4%	15.8%	18.3%
Vacant	8	13.6%	8.2%	13.8%	10.5%
TOTAL	59	100%	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; 2012 figures sourced from 2013 Retail and Town Centre Study; UK Average from Experian Goad Report September 2022

Uses

Faringdon accommodates a good number of leisure service operators, of which there are 18 in the town centre. These uses accommodate 30.5% of all units, and 38.6% of the total stock of commercial floorspace. Both of these figures are above national average level, with the proportion of commercial units in leisure service use increasingly significantly on the level recorded in 2012. Leisure service uses include a range of food and drink operators, including the Narrows bar and Las Chicas restaurant. Stakeholders mentioned the key role played by these operators in driving activity into the town centre, particularly during the evening. In total, there are four bars and pubs, four cafes and one restaurant in the centre.

Our survey recorded 11 retail service operators, which equate to 18.6% of all operators in the town centre. These operators are diverse, and include five hairdressers and barbers, a beauty salon, a natural therapist, an optician, a tattoo parlour and an undertaker. Additionally, there is a Post Office within the town centre. The five financial and business service operators comprise four estate agents and a solicitor.

Compared to service uses, the convenience and comparison retail uses in the centre are quite limited. There are five convenience goods operators, which equate to 8.5% of all units. Whilst this figure is broadly similar to the current national average, the proportion of convenience goods floorspace in Faringdon (4.4%) is significantly lower than the current national average (15.5%). With the exception of McColl's, the convenience goods sector comprises independent operators. In addition, the convenience goods offer is supplemented by a weekly market (held on Tuesdays) at the Market Place.

The comparison goods offer comprises 12 operators, which account for 20.3% of all commercial units in the town centre. The comparison sector includes units to serve the day-to-day needs of the local community (such as two pharmacies) as

well as more specialist retailers, including two arts and craft shops and a cycle store.

Considered together, retail uses (convenience and comparison) account for 28.8% of units, which compares to a national average figure of 36.2%. The retail function of Faringdon is therefore less than might be expected for a centre of its size, albeit this partly reflects the fact that most of the principal grocery offer within the town (Aldi, Tesco and Waitrose) is out of centre. In particular, the centre’s comparison goods offer (which, as stated above, equates to 20.3% of commercial units) is proportionally limited when compared to the corresponding national average figure (26.9%) and the Study centres average figure (29.4%).

However, it should also be noted that the Market Place accommodates a weekly market (held on Tuesdays), together with the more occasional Farmers’ Market (first Tuesday of every month) and Saturday Market (third Saturday of every month). The town also hosts an annual festival in July, Folly Fest, which focuses on music and community arts.

In terms of the character of commercial provision, Faringdon’s offer is focused on the independent sector. This means that there are some interesting comparison goods operators (including arts and crafts supplies and a music shop) and a range of specialist convenience goods retailers (including a two bakeries and a butcher’s shop). The handful of national multiples in the centre comprise Betfred, Boots, Costa and McColl’s.

The centre provides a traditional and attractive environment focused around the Market Place. Given the small scale of the centre, uses are distributed throughout with no particular areas dedicated to retail or service use.

In addition to the commercial offer within the centre, there is a public library located at Gloucester Street, a short distance to the west of the defined centre boundary.

Daytime / evening economy

The overall daytime offer in Faringdon is limited, and this is reflected in the low levels of pedestrian activity in the centre. The introduction of out-of-centre operators, such as Tesco and Waitrose, as well as the loss of Budgens, will likely have had some impact in reducing daytime activity in Faringdon.

Conversely, the night-time economic offer is considered to be vibrant and has benefited from the introduction of new bars and restaurants, including the Narrows bar and Las Chicas restaurant which complement the more traditional pubs in the town. The Gin To My Tonic bar opened in 2020 and provides a contemporary format with a large open area with communal tables. The night-time economic offer is of particular importance in Faringdon in driving activity into the centre, as opposed to other centres in the authority area where the daytime economic offer clearly performs the more dominant role.

Vacancies

At the time of our visit, a total of eight vacant units were recorded in the town centre. These units equate to 13.6% of the total number of units in Faringdon, which is broadly in line with national average level. However, vacancies account to 18.4% of the total stock of retail floorspace, which is a high figure for a centre of this nature.

Vacant units include the former Budgens store, which stakeholders believe closed as a direct consequence of the competition provided in recent years by out-of-centre retailers, including Tesco. Whilst the vacancy rate represents cause

for concern, we note the planned and ongoing investment which seeks to bring vacant units back into active use. This includes the former Red Lion public house and the former Budgens store. This investment is indicative of continued long-term confidence in the town centre in respect of its ability to support commercial uses.

Opportunity Sites

The town centre’s historic nature and the tight urban grain of Faringdon means that opportunity sites are relatively limited. Within the wider town, significant residential development is being progressed in the form of the Bloor Homes development at Park Road. This will support local population growth and therefore increase the prospective catchment of the town centre.

Within the town centre itself, the former Budgens site is subject to an undetermined application (reference P21/V3520/FUL) for mixed residential and retail use, alongside the recent approval for the mixed-use redevelopment of the former Red Lion Public House to retail and residential uses (planning permission reference P21/V3542/FUL).

Market Summary

With reference to Costar data sourced in November 2022, the average market rent currently achieved in Faringdon is £19.17 per sq.ft, with this figure representing a 0.5% increase on the £19.07 per sq.ft achieved in the previous 12 month period. Conversely, the average market sale price has decreased over the past 12 month period, down 4.3% to £163 per sq.ft. Notwithstanding this, Costar currently predicts that market rents will increase to circa £20.50 per sq.ft by 2026.

In respect of yields, Costar identifies that the current market yield is 7.2%, with this figure having changed little from the 6.9% market yield observed in the previous 12-month period. The current market yield is forecast to be generally static in the period to 2026 in Faringdon.

Increases in rents and decreases in yields are generally considered positive signs in respect of investor confidence in a given location. In this instance, Faringdon’s yields are a little higher than those recorded in some other centres in the area and have slightly increased in recent times. This is a sign that investor confidence in the centre could be stronger. This perhaps reflects the fact that Faringdon is a small centre without many retail anchor tenants.

In respect of the probability of leasing vacant premises, 50% of premises are leased within six months of being marketed, with approximately 75% of premises being let within 12 months.

Pedestrian Flows

Pedestrian activity at the time of our visit was relatively light, but constant throughout all parts of the town centre. This activity was concentrated around Market Place and along Marlborough Road, with limited levels of activity observed around Gloucester Road and London Street. Few linked trips were observed between community facilities on Gloucester Road and the main retail core of Faringdon. The greatest focal point for pedestrian activity was observed as being the bus stop at Market Place, suggesting that public transport is well used from the town centre. Based on our observations, we believe that the majority of visitors access the centre by car, supported by significant levels of on-street car parking spaces, which appear well used.

Stakeholders have confirmed that the level of activity in the town centre is generally limited, and that the town centre markets can be quiet. However, the centre’s vibrant evening economy offer is such that activity and footfall is relatively good in the evening.

The level of pedestrian activity observed in the town centre is attributable, in part, to the lack of a significant convenience goods operator within the centre. The pedestrian environment in the town is also not considered to be particularly inviting by virtue of the narrow pedestrian footpaths, which are constrained by the historic nature of the town centre.

Accessibility

Faringdon is considered to be reasonably accessible. It is well related to the wider road network, being located just to the north of the A420 Faringdon Bypass, as well as being fairly well integrated into the county's public transport network.

Despite the narrow roads and historic nature of the town centre, which reduces the ease of vehicle movements through Faringdon, particular for buses, there is a well-used bus stop located at Market Place. This bus stop serves service numbers 61, 67, C8, S6 Gold and T01. These services provide frequent access to a range of destinations, including Oxford, Swindon, Little Coxwell, Wantage, as well as other destinations throughout the Vale of White Horse District. Wantage can be accessed in approximately 30 minutes via bus from the Market Place bus stop. However, stakeholders mentioned the role played by the bus services in taking people away from Faringdon, as well as bringing people in from outlying villages.

It should be noted that some of the services are relatively infrequent and that the only service which runs at weekends is the S6 which runs from Faringdon to Swindon.

Car parking is readily available throughout the town centre, with a considerable amount of free-to-use on-street car parking provided along Church Street. Parking along London Street was mentioned by stakeholders as being problematic and requiring attention. These spaces provide a large amount of short-term (up to half an hour) car parking for those visiting the town centre. In addition to this, there are 61 spaces at Southampton Street (which provide two hours of free car parking) and 49 spaces at Gloucester Street (which provide one hour of free car parking). The town centre is therefore considered to be easily accessible and convenient for those arriving by private vehicle.

Faringdon centre lies adjacent to residential areas of the town, and as such is accessed by some residents on foot. In respect of pedestrian accessibility, there are no controlled crossing points in the town centre, although the volume of slow-moving traffic through the centre is not considered to represent a particular barrier to pedestrian movement. Notwithstanding this, some stakeholders believed that consideration should be given to the possibility of excluding traffic from the town centre.

Perception of Safety

There is a good sense of security within the centre, supported by a well maintained environment, free from litter or signs of deterioration.

The centre is overlooked in most locations, and benefits from considerable natural surveillance. Areas such as Market Place, Marlborough Street and London Street are open in nature and are subject to the greatest levels of activity.

Although the centre generally feels safe and secure, the proximity of the retail core to a key vehicular route through the town, with narrow pedestrian footways along it, reduces the overall standard of pedestrian safety. However, wide pedestrianised areas around Market Place and along Church Street, as well as the generally limited volume of vehicular traffic that moves through the town centre ensures that in general the overall standard of pedestrian safety is good.

Environmental Quality

Faringdon town centre is considered to be an attractive town which provides a pleasant retail environment. The town has a long history, having been granted a market charter in 1218, with a number of historic and period buildings within the town centre that add positively to the overall character and appearance of Faringdon, a considerable proportion of which are listed. Specific buildings, including the Grade I listed Church of All Saints on Church Street and the Grade II* listed Old Town Hall on Market Place provide a positive contribution towards the centre's overall environmental quality. Indeed, the Old Town Hall has been short-listed by the Society for the Protection of Ancient Buildings in their 'Best Loved Award', in recognition of the improvements made to it in recent years. Almost the entirety of the town centre is located within a defined Conservation Area, which is considered to be reflective of both the historic and attractive nature of the town.

The centre is generally well maintained, as are the retail units themselves. Street trees along Church Street provide a positive impression to the appearance of the town centre. The public realm is well planned and maintained, with clear signposting around the centre. Throughout the town centre, the local community has been involved in the introduction of new benches and seating, and an art project to renovate bollards throughout the town centre.

Areas of public realm are of a simple design and provide opportunities for seating as well as the hosting of the Saturday and Tuesday markets. No apparent environmental issues relating to anti-social behaviour or vandalism were observed. The centre's tight urban form and the narrowness of pavements may affect footfall to some extent, but the limited volume of through-traffic only has a very limited impact on the centre's overall environmental quality.

Conclusions

Faringdon is a relatively small and historic market town focused around Market Place. The town centre accommodates a high proportion of service uses but supports a relatively modest convenience and comparison goods offer. The convenience goods offer in the town is primarily focused at out-of-centre locations, including Aldi, Tesco, and Waitrose.

At the time of our visit, a total of eight vacant units were recorded in the town centre. These units equate to 13.6% of the total number of units in Faringdon. Whilst the vacancy rate represents some cause for concern, we again recognise the planned investment which seeks to bring some significant vacant units back into active use. This indicates that there remains confidence in the town centre for commercial uses. As such, Faringdon is currently considered to be a largely vital and viable centre.

Wantage market town centre

Description

Centrally located within the Vale of White Horse authority area, Wantage is a key retail and service centre for residents. This is reflected in the centre's diverse retail offer, which includes 'big-box retail' national multiple operators at Kings Park Shopping Centre as well as a more traditional town centre around Market Place. Kings Park Shopping Centre is slightly removed from the historic core of Wantage, but it is evident that the Shopping Centre plays a key role in driving activity and footfall into the town centre.

The historic market town is considered to be an attractive retail destination, particularly around Market Place where there are a number of properties of architectural interest. Wantage is well maintained and whilst the historic nature of the town centre affects the nature of the commercial stock, Kings Park Shopping Centre helps to diversify and strengthen the town's retail offer.



Figure 1: The Sainsbury's superstore at Wantage acts as key anchor to underpin the convenience goods sector in the town centre and drive activity.



Figure 2: Market Place is the key focal point in the town centre but is subject to a significant amount of vehicular movements. This reduces the overall quality of the appearance of the town centre, as well as the perception of pedestrian safety and overall ease of movement through Wantage.



Figure 3: Street closure measures, such as outside the former Barclays unit at Market Place, have allowed for the emergence of 'café culture' and outdoor space in Wantage.



Figure 4: Kings Park Shopping Centre provides a considerable quantum of 'big-box' retail floorspace and accommodates operators such as New Look and B&M.

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Study Centres Average at 2022 (%)
Comparison	10,670	34.3%	30.2%	29.6%
Convenience	6,530	21.0%	15.5%	17.2%
Financial and Business	1,230	4.0%	6.7%	8.3%
Leisure	5,280	17.0%	26.1%	24.8%
Retail	3,860	12.4%	7.2%	10.8%
Vacant	3,550	11.4%	13.8%	9.3%
TOTAL	31,120	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; UK Average from Experian Goad Report September 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units at 2012 (%)	Units UK Average at 2022 (%)	Study Centres Average at 2022 (%)
Comparison	52	31.3%	38.2%	26.9%	29.6%
Convenience	10	6.0%	8.3%	9.3%	17.2%
Financial and Business	15	9.0%	12.5%	8.8%	8.3%
Leisure	31	18.7%	10.4%	25.2%	24.8%
Retail	36	21.7%	13.9%	15.8%	10.8%
Vacant	22	13.3%	16.7%	13.8%	9.3%
TOTAL	166	100%	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; 2012 figures sourced from 2013 Retail and Town Centre Study; UK Average from Experian Goad Report September 2022

Uses

By virtue of the offer at Kings Park Shopping Centre, Wantage is anchored in part by comparison goods operators. There are 52 such operators, which account for 31.3% of all units and 34.3% of the total stock of commercial floorspace. Whilst the proportion of comparison goods units has decreased since 2012, the proportion (of both units and floorspace) remains greater than the current national average. It is therefore clear that Wantage remains a key destination for comparison goods operators, and this is reflected in the range of national multiple operators with a presence in the town. These include Argos, Boots, Home Bargains and New Look, as well as a diverse range of independent operators.

Convenience goods operators account for 6.0% of all units in the town centre, but because of the greater scale of some of these operators (such as Sainsbury’s and Waitrose) the convenience sector accounts for 21.0% of the total stock of retail floorspace. The Sainsbury’s superstore opened in 2017 and is by some distance the largest commercial unit in the town. The range of convenience goods operators is reasonably diverse and the offer is able to meet most of the day-to-day needs of the local community. However, Wantage does not accommodate a discount supermarket (either within the centre or elsewhere in the town). A town market is also held each week on Wednesdays and Saturdays, running from 9 am to 3 pm.

Considered together, retail uses (convenience and comparison) account for 37.3% of units, which is slightly higher than the national average figure of 36.2% but lower than the average evident across South Oxfordshire and Vale of White Horse’s principal centres (46.8%). However, this is due to the relatively limited number of convenience goods units. This may be because of the important role of Sainsbury’s in meeting grocery shopping needs. Considered collectively, the retail

function of Wantage is around what we would generally expect for a centre of its size.

There were 31 leisure service operators in Wantage town centre at the time of survey, which account for 18.7% of all units. Leisure service operators include seven restaurants, six bars and public houses, and five cafes. Later in 2022 (subsequent to the land use survey being undertaken), Delaney’s nightclub opened at Newbury Street which opens until 11 pm on Thursdays and until 3am on Friday and Saturday evenings.

There are also 36 retail service operators, which account for 21.7% of all units in the town centre, alongside 15 financial and business service operators, which account for 9.0% of all units.

In total, service (leisure, retail and financial and business) operators account for 49.4% of all units and 33.3% of the total stock of retail floorspace.

There has been a significant change in the composition of the town centre since it was previously surveyed in 2012. The greater changes relate to a reduction in the proportion of units dedicated to comparison goods use (which has reduced by 6.9 percentage points between 2012 and 2022), an increase in the proportion of leisure service uses (by 8.3 percentage points), and an increase in the proportion of retail service uses (by 7.8 percentage points). Encouragingly, the proportion of units which are vacant has decreased from 16.7% to 13.3% over the same timeframe.

In terms of the character of commercial provision, there is a strong national multiple retail offer for a centre of Wantage’s size. This is a consequence of the aforementioned Kings Park Shopping Centre which provides modern, large format premises. Kings Park Shopping Centre links well to the more historic core of the centre and numerous linked trips from the Shopping Centre to operators along Grove Street (and beyond) were observed during the course of our visit.

The Market Place accommodates a good mix of retailers and service providers, and is the focus for the town’s financial and business service operators. Secondary streets, such as Mill Street and Wallingford Street, are principally occupied by independent businesses. Wallingford Street hosts a significant number of takeaway uses which impacts on its function during the day.

The commercial offer in the centre is supplemented by the public library which is located at Stirlings Road, just within the centre’s eastern boundary.

Daytime / evening economy

The centre has a reasonably robust daytime economic offer, underpinned by a diverse range of operators at Kings Park Shopping Centre and a more day-to-day offer around Market Place, including operators such as Waitrose. However, the centre has a relatively weak food and drink offer which affects both the daytime and evening economies. It is expected that there will be opportunities for this sector to expand given the amount of residential growth in the surrounding area.

The current food and drink offer is focused on traditional pubs – which include The Bell Inn and The Bear on the Market Place – and the centre’s restaurants. Modern mid-market dining options are in relatively short supply, albeit we note the Wildwood restaurant is in a prime central position on the Market Place and provides an offer which will likely attracts patrons throughout the day and into the

evening. The Wildwood restaurant is part of a chain and hosts a twice weekly cinema club, including one Saturday morning session which is aimed at children.

The Beacon Centre provides a key facility, offering stand-up comedy, live music, theatre productions, guest speakers, film screenings and pantomime. The main auditorium at the centre has a capacity of 350. This attractor is somewhat removed from the main core of the town centre and is relatively poorly signposted from it. However, the Beacon Centre is considered an important resource for a town of Wantage's size. As previously identified, Delaney's nightclub also provides a late night venue at weekends and offers something different for local residents.

Vacancies

The proportion of units which are vacant in Wantage has reduced from 16.7% at 2012 to 13.3% at 2022. This improvement is clearly welcome and the current vacancy rate is favourable when compared to the national average figure of 13.8%.

Whilst the vacancy rate is not a particular cause for concern, it is higher than some centres surveyed as part of this Study and should be monitored to ensure that it does not deteriorate further.

Opportunity Sites

There are a number of significant development areas for residential expansion planned around Wantage, these include Grove Airfield (2,500 dwellings), Crab Hill (1,500 dwellings) and Monks Farm (855 dwellings).

Within the town centre itself, the historic nature of Wantage limits the sites which are available for redevelopment. However, vacant buildings, such as the former Barclays Bank building and the former M&Co unit may provide an opportunity to expand the centre's food and drink offer, thereby potentially increasing the night-time economy in Wantage.

Vacant units in Wantage are generally of a modest scale and therefore may be suited to supporting independent operators or new entrants into the local market.

There may be potential to increase movement between the retail area around Market Place and Kings Park, as well as better management of the traffic and pedestrian flows in Wantage town centre. Future pedestrianisation of the town centre is considered to be an unlikely intervention in Wantage, due to opposition from traders in the town.

Market Summary

With reference to Costar data sourced in November 2022, the average market rent currently achieved in Wantage is £19.49 per sq.ft, with this figure representing a 0.1% decrease on the £19.51 per sq.ft achieved in the previous 12 month period. Conversely, the average market sale price has increased over the past 12 month period by 1.3% to £266 per sq.ft. Notwithstanding this, Costar currently predicts market rents will increase to circa £20.50 per sq.ft by 2026.

In respect of yields, Costar identifies that the current market yield is 5.9%, with this figure increasing slightly from the 5.7% market yield observed in the previous 12-month period. The current market yield is forecast to remain largely static over the period to 2026 in Wantage.

In respect of the probability of leasing vacant premises, 50% of premises can be anticipated to be leased within 17 months on the market, with approximately 80% of premises being let within 24 months. It is therefore evident that property is generally more difficult to re-let in Wantage compared to most other centres in the area.

Increases in rents and decreases in yields are generally considered positive signs in respect of investor confidence in a given location. Whilst yields have increased slightly in Wantage, they are still below those recorded in other centres in the area. This reflects the positive influence of Kings Park Shopping Centre in underpinning the centre and providing investor confidence in respect of the centre’s future prospects.

Pedestrian Flows

Pedestrian activity varied greatly throughout the town centre at the time of our visit. The greatest levels of activity were observed around Market Place and around Kings Park Shopping Centre. These locations correspond to the primary retail core of the town centre and the area where the majority of retailers and service providers are located. Conversely, lower levels of activity were observed in more peripheral locations, or those areas with fewer active ground floor uses. These areas include Mill Street, Newbury Street and Wallingford Street. As noted above, these areas lack the vibrancy of the town’s retail core, with many of the units in these locations being occupied by specialist retailers or non-retail/community uses. The effect of a lack of retail activity on the ground floor is to create a less inviting pedestrian environment, with this impression being exacerbated by the narrow road carriageways. The number of vehicles around Market Place (including buses) is also considered to represent a barrier to safe pedestrian movement in this location.

Some linked trips were observed between the traditional retail core of Wantage around Market Place and Kings Park Shopping Centre. However, many customers will visit Kings Park without moving through the town centre. Navigation and wayfinding between the two areas – and indeed throughout the town centre in general – is considered to be relatively poor (albeit the centre is generally used by residents who will be familiar with its geography).

Accessibility

Wantage has a relatively high standard of accessibility, by private vehicle and public transport, although accessibility for pedestrians is somewhat more limited.

The town centre is generally well integrated into the wider road network, with A338 providing access to Abingdon and Oxford to the north and A417 providing access to Didcot in the east. Within the town centre, there are 121 spaces at Portway car park, 34 spaces at Limborough Road car park, and 34 spaces at Mill Street car park. These facilities provide an hour of free car parking for visitors to the town centre. Additionally, there is a significant amount of surface level car parking at the Sainsbury’s superstore on Limborough Road, as well as on-street car parking at Market Place and elsewhere in the town centre. On-street parking is generally limited due to the historic nature of Wantage town centre, and the impact this has upon the width of road carriageways.

Wantage is not located on a main train line, but the town is well integrated in the area’s bus network. Market Place is the key interchange, and from here a range of services including 34, 67, BB4, NS9, NX1, S9, T01, X1, X32 Connector and X36 Connector. These services provide frequent access to a range of destinations including Oxford, Didcot, Faringdon and Charlton, as well as a range of destinations throughout Vale of White Horse and Oxfordshire more generally. Key bus routes (such as NS9, NX1, S9, X1 and X32 run) seven days per week from early morning into the evening.

As noted above, pedestrian accessibility in Wantage is somewhat constrained in comparison to accessibility by vehicle or public transport. The area around Market Place, which is the main retail core of the traditional part of the town centre, is particularly challenging for pedestrians to move through by virtue of the volume

of traffic, particularly bus movements, in this area. Although there are controlled pedestrian crossing points between the central ‘island’ that accommodates both the King Alfred statue, an area of car parking and where the market is situated, the impact of this traffic is such that it reduces the ease of pedestrian movement. Furthermore, the historic nature of the town makes navigating and wayfinding between Kings Park and the retail core challenging, and the alleys that exist between these areas are somewhat uninviting for pedestrians, with limited levels of surveillance.

Perception of Safety

In general, Wantage is considered to be a safe and secure town centre, with a generally high perception of safety and little visible evidence of crime in terms of anti-social behaviour, graffiti or loitering.

However, stakeholders have referred to instances of anti-social behaviour in the town centre, particularly in the small-secluded area to the rear of the vacant Barclays unit on Market Place. This area is highly enclosed, and therefore lacks natural surveillance. Similar characteristics are evident around the alleys that are located throughout Wantage, which lack significant levels of activity or ground floor active uses, thereby reducing the perception of safety. These areas, particularly at night, are somewhat unwelcoming. However, elsewhere in the town centre there is generally a good standard of natural surveillance, particularly around Market Place itself. This perception drops away in areas along Mill Street and Newbury Street, which both have significantly lower levels of footfall. The effect of this is to reduce the overall vibrancy and thus also the perception of safety.

Although there are some significant pedestrianised areas in the town centre, because Market Place is a key public transport interchange and vehicles can pass through, this has a negative impact on pedestrian safety.

Environmental Quality

Wantage town centre is an attractive, characterful retail destination that has a history which dates back centuries. This is reflected in a significant number of architecturally interesting and listed buildings, such as the Church of St Peter and St Paul on the western edge of the town centre as well as the statue of King Alfred on Market Place. These buildings are generally well maintained and add an attractive aspect to the retail core of the town. However, the town lacks a key focal point, with Market Place being dominated by vehicle movements and being a challenging environment to move through. This impacts the appearance of the town centre, as well the overall standard of environmental quality.

The volume of vehicular movements around Market Place (and the resulting congestion) reduces the overall standard of environmental quality in the retail core of the town centre and consequently its appeal as a retail destination.

Wayfinding and signposting could be improved and the centre lacks a key focal point.

The environment and appearance of more peripheral areas such as Mill Street, Wallingford Street and Newbury Street tends to reflect their function, which is also the case in respect of the appearance of Kings Park Shopping Centre.

Wantage town centre would benefit from investment to improve its public realm, which in turn would have a positive impact on the town’s overall environmental quality.

Conclusions

Centrally located within the Vale of White Horse authority area, Wantage is a key retail and service centre for residents. This is reflected in the centre’s diverse retail

offer, which includes 'big-box' retail national multiple operators at Kings Park Shopping Centre as well as a more 'traditional' town centre around Market Place.

By virtue of Kings Park Shopping Centre, Wantage is anchored by comparison goods operators. Whilst the proportion of comparison goods units has decreased since 2012, the proportion (of both units and floorspace) remains greater than the current national average. Whilst the proportion of operators underpinning the daytime economic offer is robust, the centre has a relatively weak evening economic offer. This level of population growth which is being planned for in the surrounding area may assist in supporting additional leisure service uses.

The vacancy rate, in respect of units, at 2022 reflects a reduced proportion of vacant units to that recorded at 2012, at 13.3% (lower than the current national average) compared to 16.7%. As such, whilst not currently cause for concern, the vacancy rate should be monitored to ensure that it does not deteriorate further. Despite forthcoming announced closures, the centre is considered to remain broadly vital and viable.

Botley local service centre

Description

Botley is situated approximately 2 kilometres to the west of Oxford city centre and in practice functions as part of the Oxford urban area. The centre is subject to an ongoing redevelopment at West Way Square. This programme of works has resulted in the redevelopment of a dated 1960s shopping precinct to provide a modern mixed-use scheme which includes student accommodation, a hotel and a significant quantum of retail floorspace. Whilst a proportion of this space remains vacant and as yet unoccupied, a number of key operators, including Tesco Express, Iceland and Co-op Food Market, have a presence in the centre.

The centre, by virtue of the ongoing redevelopment, has a modern, clean public realm which lends a positive impression to the overall environmental quality of the centre. The pedestrianised retail environment improves both the overall standard of accessibility and the perception of safety in Botley.



Figure 1: Botley has a strong range of convenience goods operators, as evidenced by the high proportion of convenience goods floorspace. Such uses include Tesco Express and Iceland, as well as Co-op Food.



Figure 2: Elms Parade, which fronts onto West Way, is a more traditional retail parade, and provides a range of key operators to serve the day-to-day needs of the local community.



Figure 3: Redeveloped units at Botley, which are currently advertised 'to-let' and were vacant at the time of visit. Although the recorded vacancy rate is high in Botley, this is likely the result of the recent and ongoing redevelopment of the whole centre.



Figure 4: The public realm throughout Botley is generally of a high standard. This is largely the result of significant recent investment in the centre.

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Study Centres Average at 2022 (%)
Comparison	226	4.2%	30.2%	29.6%
Convenience	2,142	40.1%	15.5%	17.2%
Financial and Business	419	7.9%	6.7%	8.3%
Leisure	890	16.7%	26.1%	24.8%
Retail	289	5.4%	7.2%	10.8%
Vacant	1,370	25.7%	13.8%	9.3%
TOTAL	5,336	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; UK Average from Experian Goad Report September 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units at 2012 (%)	Units UK Average at 2022 (%)	Study Centres Avg. at 2022 (%)
Comparison	2	7.4%	25.0%	26.9%	29.4%
Convenience	6	22.2%	17.5%	9.3%	7.9%
Financial and Business	3	11.1%	17.5%	8.8%	11.7%
Leisure	4	14.8%	12.5%	25.2%	22.3%
Retail	5	18.5%	20.0%	15.8%	18.3%
Vacant	7	25.9%	7.5%	13.8%	10.5%
TOTAL	27	100%	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; 2012 figures sourced from 2013 Retail and Town Centre Study; UK Average from Experian Goad Report September 2022

Uses

Due to the ongoing West Way Square development, Botley accommodates a reasonably large quantum of vacant units and floorspace albeit it is expected that this will change as the scheme 'beds in'. The principal purpose of the centre is to meet day-to-day needs for local residents, including students, and the composition of the centre reflects this role.

A total of 40.1% of the total stock of retail floorspace in Botley is occupied by convenience goods operators, which include Tesco Express, Co-op Food and Iceland. These operators account for a significantly larger proportion of floorspace than the national average figure of 15.5%. The comparison goods offer in Botley is very limited, with just two operators. However, one of these is Lloyds Pharmacy which provides a particularly important local role. Following the redevelopment of West Way, a weekly Farmer's Market has also been held in the centre each Saturday between 10am and 3pm.

Convenience retail operators account for 22.2% and comparison operators account for 7.4% of commercial uses in the centre. Collectively, retail therefore accounts 29.6% of units.

As would be expected with a smaller centre (and one which is in proximity to a higher order centre), the comparison goods offer in Botley is limited. This is evident with reference to the national average position, with 26.9% of commercial units across the UK being occupied by comparison goods operators. Across the centres considered by this Study, 29.4% of units are in comparison goods use. By contrast, the proportion of units and floorspace dedicated to convenience goods is substantially above national and Study Area averages.

Service operators (including leisure, retail, and financial and business services) account for 29.9% of the total stock of commercial floorspace, and 44.4% of all units in the centre. This disparity is not unusual, as service operators generally

occupy smaller units in terms of floorspace than convenience and comparison operators. The centre’s leisure service offer is underpinned by two hot-food takeaways, a café, and a Premier Inn hotel.

By virtue of the nature of the population within Botley, and the Premier Inn, it is thought likely that the leisure service could potentially expand further in the future, albeit demand will be impacted by the centre’s proximity to Oxford and its hospitality sector offer.

The three financial and business services in the centre are all estate agents. The retail service offer comprises a post office, hairdresser, barber, optician, and undertaker. The nature of the offer is reflective of the limited scale of Botley and its clear day-to-day role.

As would be expected for a centre of this size, Botley’s convenience goods offer is underpinned by national multiple grocers and the remaining operators are largely independents. The exception to this is Lloyds Pharmacy.

In addition to commercial uses, the centre also accommodates Botley public library which is open five days per week (it is closed on Wednesdays and Sundays).

Daytime / evening economy

Botley has a strong daytime economic offer, underpinned by a reasonably strong convenience goods offer.

The centre includes both a Premier Inn hotel, as well as the West Way Square Student Accommodation. These two features, alongside surrounding residential areas, are considered likely to drive a considerable proportion of activity into the centre, particularly during the evening. The Missing Bean is a coffee shop-type offer and closes during the afternoon. The centre’s evening offer is therefore very limited and there may be scope to support a bar or restaurant to cater for residents and visitors. In this regard, we note the presence of the Tap Social on the nearby Curtis Industrial Estate (which is situated on the other side of the A34, to the west). The Tap Social is a craft brewery and (as its name suggests) tap room which holds regular events and, in part, caters for a student clientele.

Vacancies

Our visit coincided with a significant programme of redevelopment at Botley. This programme saw the demolition of a dated 1960s retail precinct, and the construction of modern retail units. Whilst some of these units are now occupied, the proportion that remain unoccupied significantly impact upon the centre’s vacancy rate, in respect of both units and floorspace.

Vacant units account for 25.9% of all units in the centre, and 25.7% of the total stock of retail floorspace at 2022. These units are primarily located within the new West Way Square area and are advertised as being ‘to let’.

Given the particular circumstances evident in the centre at this time, and changes to the overall centre since 2012, comparisons with the vacancy rate recorded in 2012 are somewhat irrelevant. Notwithstanding this, there is clearly a need to secure tenants for the vacant units in the centre in order to ensure that the redevelopment scheme is vital and viable and meets more of the needs which arise in the local area.

Opportunity Sites

Notwithstanding the significant amount of redevelopment that has taken place recently in the centre of Botley, the most substantial development site opportunity within the centre itself is now the area surrounded by hoardings to the north of Elms Parade. This site is subject to planning permission reference P20/V0921/FUL (allowed at Appeal in May 2021). This development, which is now

progressing, will result in 150 dwellings being constructed, with new commercial floorspace being provided at ground floor level.

Pedestrian Flows

Relatively light levels of pedestrian activity were observed around the Botley local service centre at the time of our visit, with the greatest concentration noted around the Iceland and Tesco Express stores. This suggests that these two operators anchor the centre. A lesser level of pedestrian activity was observed at Elms Parade, which fronts onto West Way.

The pedestrianised nature of the centre, particularly around West Way Square, as well as the set-back nature of the Elms Parade retail area (removed as it is from West Way) results in a generally high standard of pedestrian accessibility through the centre. However, moving across West Way is considered somewhat challenging, with a single controlled crossing point being provided in a location that is not necessarily considered to reflect pedestrian desire lines.

Accessibility

Botley is considered to have a very high standard of accessibility, located close to the wider Oxford urban area and the A34. The centre is therefore well-integrated into both the public transport and wider road networks.

In respect of public transport, Botley is well-integrated into the wider bus network that runs into Oxford and throughout South Oxfordshire. From bus stops in front of Elms Parade on West Way (which is lined by a bus lane in the direction of Oxford), a number of bus services, including 3B City, 4A City, 33, 35A, 63, NS1, NS9, S1 and S9 provide frequent access to a range of destinations. These destinations include Oxford city centre, Carterton, Wantage, Wallingford, Longworth and Dean Court, as well as a number of other locations throughout South Oxfordshire. Oxford city centre can be accessed in approximately 12 minutes from the bus stop on West Way, with services running close to Oxford train station.

Services S1 and S9 run seven days per week, from early morning into the evening. Botley centre is therefore considered to be highly accessible by public transport.

Botley is generally well connected in terms of the wider road network, with the A34 running to the immediate east of the centre. There is a reasonable quantum of car parking located throughout Botley, with a reasonable amount of surface car parking located in front of Elms Parade, which provides free parking for visitors to the centre for up to two hours. The redevelopment of the West Way Square centre has resulted in the provision of 300 parking spaces.

The centre itself is considered highly accessible for pedestrians, with footpaths linking the centre to surrounding residential areas. The recently developed parts of the centre provide an attractive pedestrianised environment, which facilitates easy pedestrian movements.

Perception of Safety

Botley feels generally safe and secure, notwithstanding the number of vacant units (which reduce the overall perception of passive surveillance). In addition, the footpath at the northern end of the centre is poorly lit and is not generally overlooked. However, there were very few signs of vandalism or anti-social behaviour observed throughout Botley.

The modern, open nature of the centre provides for a generally high perception of safety. Where the retail units are occupied, the frontage of these are overlooked from within, from the car park (at Elms Parade) and the adjacent residential apartment blocks thereby ensuring that a high standard of natural and passive surveillance is achieved.

Due to the reasonable levels of pedestrian activity noted above, the perception of safety at Botley is adequate, although a more active public realm with a higher proportion of café activity and active ground floor uses would add to the levels of natural and passive surveillance in the centre.

Environmental Quality

Set back from key vehicular routes, and therefore largely pedestrianised or subject to relatively limited, slow moving vehicular movements, Botley is considered to have a high standard of environmental quality, with the areas of public realm being attractive and well maintained.

The centre has benefited from considerable investment in recent years, creating a high quality public realm around West Way Square. The new retail units here are also of a high quality, modern design. The centre is surrounded by neat landscaped areas that are overlooked and open, which provide a welcoming and attractive retail environment. However, a number of these units are yet to be let, and as such lack active ground floor uses. This impacts upon the perception of vibrancy, and overall appearance of the centre.

Conclusions

Botley functions in practice as part of the Oxford urban area, and is subject to a still ongoing redevelopment of the West Way Square in Botley. This programme of works has resulted in the redevelopment of a dated 1960s shopping precinct, by a modern mixed-use scheme that has included student accommodation, a hotel and a significant quantum of retail floorspace. Whilst a proportion of this space remains vacant and as yet unoccupied, a number of key operators, including Tesco Express, Iceland and Co-op Food, have a presence in the centre. At the time of our visit, vacant units account for 25.9% of all units in the centre, and 25.7% of the total stock of retail floorspace at 2022. These units are primarily located within the new West Way Square area, and are hoarded up and advertised as being 'to let'.

Whilst the centre has a pleasant, attractive public realm and a strong range of operators, there is clearly a need to secure tenants for the vacant units in the centre. Notwithstanding this, the centre is considered to be largely vital and viable at this time, by virtue of the student population within the centre, the centre's offer and the significant investment that is ongoing in Botley.

Grove local service centre

Description

Grove local service centre is split into two distinct areas; one around Grovelands Shopping Centre (which is anchored by a Co-op foodstore), and a second around Millbrook Square (anchored by Tesco Express). Grove itself is a relatively new settlement, having developed in the post-war years to become a significant residential community to the north of Wantage. These two areas therefore serve a key role in providing for the day-to-day needs of the local community in Grove.

The two areas of Grove have a number of characteristics common to post-war retail precincts. However, both are relatively distinctive, with Millbrook Square being a more-open centre, focused around a surface level car park. This contrasts to Grovelands Shopping Centre, which lacks any element of overlooking (notwithstanding the maisonette apartments located above the centre) and which turns its back to surrounding residential areas. This results in apparently lower levels of pedestrian activity at Grovelands when compared to Millbrook Square.



Figure 1: Grovelands Shopping Centre is enclosed and lacks significant levels of either natural or passive surveillance. The Centre is anchored by a Co-op Food, which clearly drives activity into this location and supports any linked trips that occur.



Figure 2: Potentially by virtue of the limited volume of passing traffic and activity, Grovelands Shopping Centre is the sole area of Grove in which vacant units are located.



Figure 3: The offer at Millbrook Square is anchored by a reasonably sized Tesco Express convenience store. Millbrook Square is a well-used centre, evidenced by the lack of vacant units within it.



Figure 4: Although relatively pleasant, with areas of planting and landscaping, Millbrook Square is dominated by vehicular movements, impacting upon the appearance and perception of pedestrian safety.

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Study Centres Average at 2022 (%)
Comparison	359	9.2%	30.2%	29.6%
Convenience	1,867	47.8%	15.5%	17.2%
Financial and Business	61	1.6%	6.7%	8.3%
Leisure	669	17.1%	26.1%	24.8%
Retail	771	19.7%	7.2%	10.8%
Vacant	177	4.5%	13.8%	9.3%
TOTAL	3,904	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; UK Average from Experian Goad Report September 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units at 2012 (%)	Units UK Average at 2022 (%)	Study Centres Avg. at 2022 (%)
Comparison	4	14.3%	28.6%	26.9%	29.4%
Convenience	5	17.9%	35.7%	9.3%	7.9%
Financial and Business	1	3.6%	7.1%	8.8%	11.7%
Leisure	7	25.0%	14.3%	25.2%	22.3%
Retail	9	32.1%	14.3%	15.8%	18.3%
Vacant	2	7.1%	0.0%	13.8%	10.5%
TOTAL	28	100%	100%	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of June 2022; 2012 figures sourced from 2013 Retail and Town Centre Study; UK Average from Experian Goad Report September 2022

Uses

Both Millbrook Square and Grovelands Shopping Centre are anchored by a convenience goods operator, these being Tesco Express and Co-operative Food respectively. This in itself is not surprising, given the key role performed by centres such as Grove in meeting top-up and day-to-day convenience needs. Within Grove, convenience goods operators account for 17.9% of all units, and 47.8% of the total stock of retail floorspace. This difference is the result of the key anchor stores both maintaining a relatively large store in the context of the size of Grove.

There are four comparison goods operators in Grove, which include a pharmacy (Brett Pharmacy at Millbrook Square). This offer, whilst not particularly diverse, is similar to that found in other similarly sized centres, including Botley.

The overall retail offer in Grove occupies almost one third of all commercial units (32.2%) but more than half of floorspace (57.0%). This reflects the fact that the Co-op store at Grovelands is by some distance the largest commercial unit in the area. Grove's retail function is focused around meeting local, day-to-day needs. The retail focus of Grove is also underlined through reference to the average composition of centres across South Oxfordshire and Vale of White Horse; in this regard, 46.8% of such floorspace is dedicated to retail use (10.2 percentage points below the Grove figure).

The service offer (leisure, retail and financial and business) accounts for 60.7% of all operators in Grove. Whilst the financial and business service offer is limited to a single estate agent at Millbrook Square, the leisure service offer comprises four hot-food takeaways, two cafés, and a restaurant. The leisure service uses occupy 25.0% of commercial units.

The proportion of leisure service operators is lower than the current national average in respect of both units and floorspace, whereas the retail service offer

	<p>represents a greater proportion of floorspace in Grove than the current national average. In this regard, retail service providers account for 32.1% of Grove’s commercial units which compares favourably to a national average figure of 15.8%.</p> <p>The retail service offer includes a Post Office which is situated at Grovelands, as well as two laundrettes, a barber, an optician, and a funeral director. The service offer within Grove is again consistent with a day-to-day localised offer and perhaps also reflects the functional character of the commercial stock.</p> <p>As would be expected for a settlement of Grove’s size, the national multiple operators evident in the centre generally meet convenience goods retail needs (Co-operative Food and Tesco). The majority of other operators are local independents.</p>
<p>Daytime / evening economy</p>	<p>The offer in both Millbrook Square and at Grovelands Shopping Centre is primarily focused around the daytime economy, and particularly the top-up shopping needs of the community in Grove. Consequently, the night-time economic offer in both parts of Grove is very limited. However, the evening economy in Wantage town centre is considerably stronger and given the proximity between the two settlements, Wantage will continue to be a focus for evenings out for Grove’s residents.</p>
<p>Vacancies</p>	<p>Our survey recorded two vacant units in Grove, both of which are located within the Grovelands Shopping Centre. These vacant units account for 7.1% of all units in Grove, a figure which represents an increase on the proportion recorded in 2012 (when the survey focused solely on Millbrook Square), but a figure still considerably lower than the national average of 13.8%.</p> <p>A significant threat to Grovelands Shopping Centre would be the closure of the Co-operative Food in this location. If this were to occur, the vibrancy of the centre would decrease significantly, and would be likely to have consequent knock-on effects to other operators. Better signposting to the centre, and clear, safer routes into it, would help to open up and advertise the location of the centre. We note that Lidl recently secured planning permission (reference P22/V0286/ FUL) which provides for a new discount foodstore at Grove Road at the edge of the settlement. The impact of this development on Grove should be monitored going forward.</p>
<p>Opportunity Sites</p>	<p>Although both parts of Grove local service centre are relatively tightly constrained by surrounding areas of residential development, Grove itself is subject to a significant quantum of planned or committed residential development. This includes new housing, under construction and part-completed, at Grove Airfield, as an application for a minimum of 530 homes on land between the northern edge of the Grove Airfield development and Denchworth Road (planning application reference P20/V3113/O). Grove is therefore subject to significant change, and the settlement is therefore likely to serve a significant additional population in the coming years. The Grove Airfield development will support small-scale retail and service provision to cater for the needs arising from the development.</p>
<p>Pedestrian Flows</p>	<p>Given the nature of Grove centre – in respect of it being focused around two distinct areas with notably different characteristics – it is unsurprising that pedestrian activity varied considerably across the two areas.</p> <p>At Grovelands Shopping Centre, very light levels of pedestrian activity were observed. The greatest levels of activity were observed around the Co-op, with significantly lighter levels of footfall observed elsewhere in the centre. This strongly suggests that the Co-op anchors Grovelands Shopping Centre. Few</p>

pedestrian movements were observed to and from the centre, with the majority of visitors appearing to arrive by car.

Conversely, relatively robust and constant levels of pedestrian activity were noted at Millbrook Square. Activity was observed to the centre from Main Street from the residential areas surrounding Millbrook Square, and from the bus stop on Main Street. The greatest levels of activity were noted around the Tesco Express convenience store and the car park at the core of the centre, suggesting that most visitors arrive by car rather than on foot. Pedestrian flows were also observed between the Medical Centre and the retail centre suggesting that a number of linked trips occur between these facilities.

Accessibility

Both shopping areas in Grove are considered to be highly accessible for pedestrians, by private vehicle and by public transport.

Both parts of the centre are situated within an established residential area and are readily accessible to surrounding residential areas on foot. Pedestrian access to the site is readily available via a number of footpaths, however, crossing points along Main Street by Millbrook Square do not necessarily reflect pedestrian desire lines.

In respect of public transport, from the bus stops located in front of Millbrook Square, bus services NX1 and X1 provide frequent services between Oxford city centre and Wantage, which can be reached in approximately 15 minutes. These services run throughout the day and into the evening, seven days per week. Equally, from bus stops on Newlands Drive (accessible in under a four minute walk from Grovelands Shopping Centre) bus service X36 Connector provides relatively frequent services between Didcot and Charlton. The centre is therefore considered to be accessible via public transport.

A considerable amount of free vehicular car parking is provided in front of the retail units. There is adjacent parking to Millbrook Square that provides free and unrestricted parking for approximately 30 cars. Additionally, there is a relatively significant amount of vehicular parking at Grovelands Shopping Centre.

Perception of Safety

By virtue of the significantly different appearance and layout of the two parts of Grove, the areas around Millbrook Square and Grovelands are perceived differently in respect of their likely levels of safety.

Around Millbrook Square, the retail centre has a safe pedestrian environment, by virtue of the main retail parade being set back both from the surface level car park and Main Street, and the vehicular movements in this area. Notwithstanding this, the impact of vehicles on the ease of pedestrian movement and the perception of safety overall is considerable. The centre has a moderate level of natural surveillance from the surface level car parking which overlooks the retail parade, as well as from within the shop units themselves. However, the orientation of the shopping parade from Main Street limits surveillance from passing traffic.

By virtue of the relatively unique layout and design of the centre around Grovelands Shopping Centre, the perception of safety is generally lower than that found at other centres. Near the Co-operative Food, pedestrian activity ensures that there is a relatively good standard of surveillance when the convenience store is busy. However, the relatively enclosed nature of the centre limits the proportion of both natural and passive surveillance, and therefore makes the centre feel somewhat less secure and less inviting. Indeed, by virtue of the range of uses in the centre, many of which would have limited or no activity at night, the

perception of safety and standards of surveillance during night-time hours is considered to be reduced further.

Environmental Quality

In general, the area around Millbrook Square is a well-maintained local centre within a relatively attractive and pleasant setting, bound by mature trees to Main Street. However, as the centre looks out onto a surface car park, it is relatively dominated by vehicle movements. Notwithstanding this, the lack of vacant units helps to improve the overall environmental quality, as does the relatively open nature of the centre, with limited areas of blank façades or shuttered units which increase the overall perception of activity and thus the feeling of this area being a vibrant retail destination.

The centre around Grovelands Shopping Centre has an acceptable, but somewhat dated, appearance that could clearly benefit from investment in order to improve the centre's overall standard of environmental quality. Despite this, the centre is generally well maintained, although at the time of our visit evidence of litter was noted in the car park, and the relatively low levels of pedestrian activity around the Shopping Centre reduces the overall feeling of vibrancy, and has consequent impacts upon the perception of environmental quality.

Conclusions

Grove local service centre is split into two distinct areas; one around Grovelands Shopping Centre (which is anchored by Co-op Food), and a second around Millbrook Square (anchored by Tesco Express). Both areas are anchored by a convenience goods operator, Tesco Express and Co-operative Food respectively.

Our survey recorded two vacant units in Grove, both of which are located within the Grovelands Shopping Centre. A significant threat to Grovelands Shopping Centre would be the closure of the Co-operative Food in this location, and this would likely compromise the vitality and vibrancy of this location. As such, whilst we find Millbrook Square to be vital and viable, the health of Grovelands Shopping Centre is more fragile. There is a need to retain the Co-operative Food and repurpose the vacant units to ensure that Grovelands is able to function effectively.

Appendix 5: Quantitative Capacity Assessment

Vale of White Horse and South Oxfordshire Town Centres and Retail Study
Nexus Planning

Table 1: Population and convenience goods expenditure per capita

Zone	Population					Per capita expenditure (£)						
	2023	2028	2033	2038	2041	2021 <i>inc SFT</i>	2021	2023	2028	2033	2038	2041
1	20,813	21,822	22,566	23,187	23,580	2,947	2,776	2,530	2,495	2,498	2,510	2,510
2	26,147	27,445	28,336	29,113	29,541	3,024	2,849	2,596	2,560	2,563	2,576	2,576
3	34,157	35,711	36,812	37,701	38,184	3,122	2,941	2,681	2,643	2,646	2,659	2,659
4	32,918	34,416	35,624	36,637	37,242	2,984	2,811	2,562	2,526	2,529	2,542	2,542
5	44,681	46,495	47,835	48,962	49,646	3,045	2,868	2,615	2,578	2,581	2,594	2,594
6	37,140	37,973	38,506	39,115	39,555	2,837	2,672	2,436	2,402	2,404	2,416	2,416
7	43,725	44,010	44,171	44,168	44,249	3,193	3,008	2,742	2,703	2,706	2,720	2,720
8	71,801	73,023	73,833	74,635	75,150	3,069	2,891	2,635	2,598	2,601	2,614	2,614
9	12,273	12,353	12,349	12,379	12,399	3,363	3,168	2,888	2,847	2,850	2,864	2,864
10	31,526	31,458	31,406	31,375	31,387	3,369	3,174	2,893	2,852	2,855	2,870	2,870
11	46,414	46,119	45,716	45,428	45,453	3,114	2,933	2,674	2,637	2,639	2,652	2,652
12	32,236	32,352	32,458	32,546	32,648	3,028	2,852	2,600	2,564	2,566	2,579	2,579
13	44,737	46,200	47,306	48,268	48,825	3,118	2,937	2,677	2,640	2,643	2,656	2,656
Total	478,568	489,377	496,918	503,514	507,859							

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Per capita expenditure derived from Experian MMG3 data (2023 report)
- c. Population derived from Experian MMG3 data (2023 report)
- d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 20
- e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 20

2021 Prices

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)						Growth (£m)		
	2047-27	2027	2027	2037	2042	2022-2027	2022-2032	2022-2037	2022-2042
1	52.7	54.4	56.4	58.2	59.2	1.8	3.7	5.5	6.5
2	67.9	70.3	72.6	75.0	76.1	2.4	4.7	7.1	8.2
3	91.6	94.4	97.4	100.3	101.5	2.8	5.8	8.7	10.0
4	84.3	87.0	90.1	93.1	94.7	2.6	5.8	8.8	10.3
5	116.8	119.9	123.4	127.0	128.8	3.0	6.6	10.2	11.9
6	90.5	91.2	92.6	94.5	95.6	0.7	2.1	4.0	5.1
7	119.9	119.0	119.5	120.1	120.3	-0.9	-0.3	0.2	0.5
8	189.2	189.7	192.0	195.1	196.4	0.5	2.8	5.9	7.2
9	35.4	35.2	35.2	35.5	35.5	-0.3	-0.2	0.0	0.1
10	91.2	89.7	89.7	90.0	90.1	-1.5	-1.5	-1.2	-1.1
11	124.1	121.6	120.7	120.5	120.6	-2.5	-3.4	-3.6	-3.5
12	83.8	82.9	83.3	83.9	84.2	-0.9	-0.5	0.1	0.4
13	119.8	122.0	125.0	128.2	129.7	2.2	5.2	8.4	9.9
Total	1267.1	1277.3	1297.9	1321.4	1332.6	10.1	30.8	54.3	65.5

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m)		
	Main	Top-up	Total
1	39.5	13.2	52.7
2	50.9	17.0	67.9
3	68.7	22.9	91.6
4	63.3	21.1	84.3
5	87.6	29.2	116.8
6	67.9	22.6	90.5
7	89.9	30.0	119.9
8	141.9	47.3	189.2
9	26.6	8.9	35.4
10	68.4	22.8	91.2
11	93.1	31.0	124.1
12	62.9	21.0	83.8
13	89.8	29.9	119.8
Total	950.4	316.8	1,267.1

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- c. Ratio of main food shopping to top-up food shopping assumed to be 75:25 in line with Nexus Planning professional judgement

Table with columns for various identifiers (e.g., 0.1, 0.0) and a large grid of data values. The table is organized into rows and columns, with the first column containing numerical identifiers and the subsequent columns containing numerical data points. The table is dense and contains many zero values.

Aldi, Broadway, Didcot, OX11 8ET	1541	1002	877	10,578	9.3	37.0	0	37.0	27.7
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	1160	696	423	13,308	5.6	8.9	0	8.9	3.3
Co-Op Food, Broadway, Didcot, OX11 8RN	532	452	402	11,303	4.5	4.0	0	4.5	3.6
Co-Op Food, Ladygrove Local Centre, Mersey Way, Didcot, OX11 7FS	229	194	173	11,303	2.0	2.5	0	2.5	0.6
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA, (B&M, Halfords, Carpartright)	853	512	485	6,447	0.0	0.0	0	0.0	0.0
Iceland, Market Place, Didcot, OX11 7JE	889	812	812	10,564	3.1	4.1	0	4.1	1.0
Local shops, Didcot Town Centre	1498	899	812	10,564	0.6	0.6	0	0.6	0.0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	6550	3930	2551	13,939	8.6	3.2	0	3.2	5.4
Sainsbury's, Central Drive, Didcot, OX11 7ND	188	160	109	13,075	35.6	48.8	0	48.8	13.3
Tesco Express, Cockcroft Road, Didcot, OX11 8LL	4891	2814	1908	13,075	1.4	5.0	0	5.0	3.6
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ				41.5	24.9	41.5	0	41.5	16.5
Sub-Total Zone 6				95.6	95.6	152.5	0	152.5	96.9
Zone 7									
Co-Op Food, High Street, Benson, Wallingford, OX10 6RP	381	324	288	11,303	3.3	3.1	0	3.1	-0.2
Costcutler, Ewings, Wallingford OX10 6BA				0.0	0.0	0.0	0	0.0	0.0
Lidl, Lupton Road, Wallingford, OX10 9BS	2125	1391	1089	8,469	0.2	30.2	0	30.2	21.0
Local shops, Cholsey Village Centre				2.8	2.8	2.8	0	2.8	0.0
Local shops, Wallingford Town Centre				1.6	1.6	1.6	0	1.6	0.0
M&S Simply Food, Sinclair Road, Wallingford, OX10 8AB	109	62	56	6,816	0.4	0.0	0	0.0	-0.4
Morrisons Daily, Reading Road, Cholsey, Wallingford OX10 9HW				1.0	1.0	1.0	0	1.0	0.0
Tesco Express, Gatehampton Road, Goring, Reading RG8 0ER	376	344	234	13,075	3.1	1.4	0	1.4	-1.7
Tesco Express, Ilges Lane, Cholsey, Wallingford OX10 9ND	246	203	138	13,075	1.8	1.7	0	1.7	-0.1
Waitrose, St. Martins Street, Wallingford, OX10 0EF	4214	2528	2069	13,256	27.4	41.6	0	41.6	14.2
Sub-Total Zone 7				51.5	51.5	84.3	0	84.3	32.8
Zone 9									
Local shops, Henley on Thames				2.4	2.4	2.4	0	2.4	0.0
One Stop, Grays Road, Henley-on-Thames, RG9 1QW	113	101	91	8,576	0.8	1.1	0	1.1	0.3
Sainsbury's Local, Bell Street, Henley-on-Thames RG9 2BA	605	514	333	13,939	4.6	1.8	0	1.8	-2.9
Waitrose, Bell Street, Henley-on-Thames RG9 2BA	3195	1917	1569	13,256	20.8	29.4	5	30.9	10.1
Sub-Total Zone 9				28.6	28.6	34.6	5	36.2	7.6
Zone 10									
Co-Op Food, Wood Lane, Sonning Common, Reading, RG4 9SL	263	224	199	11,303	2.2	9.5	0	9.5	7.2
One Stop, Wood Lane, Sonning Common, Reading, RG4 9SL	180	145	130	8,576	1.1	0.4	0	0.4	-0.7
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	4539	2724	1847	13,075	24.1	38.2	5	40.2	16.0
Sub-Total Zone 10				27.5	27.5	48.1	5	50.1	22.6
Zone 11									
Co-Op Food, Coughing Street, Watlington, OX49 5PU	402	246	219	11,303	2.5	4.0	0	4.0	1.6
Co-Op Food, Osley Road, Chimor, OX39 4HB				7.4	7.4	7.4	0	7.4	0.0
Local shops, Chimor				2.4	2.4	2.4	0	2.4	0.0
Local shops, Watlington				1.3	1.3	1.3	0	1.3	0.0
Sub-Total Zone 11				13.6	13.6	15.1	0	15.1	1.6
Zone 12									
Alpha Store, Thame Road, Warborough, Wallingford, OX10 1DD				0.4	0.4	0.4	0	0.4	0.0
Asda, London Road, Wheatley, Oxford OX33 1YZ	5529	3377	2054	13,308	27.3	27.4	0	27.4	0.1
Co-Op Food, Fane Drive, Beinsfield, Wallingford, OX10 7ND	200	170	151	11,303	1.7	2.2	0	2.2	0.5
Co-Op Food, High Street, Dorchester-on-Thames, Wallingford, OX10 7HN	145	123	110	11,303	1.2	1.4	0	1.4	0.2
Co-Op Food, Ladder Hill, Stratton Road, Wheatley, Oxford, OX43 1ST	310	207	184	11,303	2.1	1.2	0	1.2	-0.9
Local shops, Dorchester Village Centre				0.0	0.0	0.0	0	0.0	0.0
Local shops, Stathamton Village Centre				0.5	0.5	0.5	0	0.5	0.0
Local shops, Wheatley Village Centre				1.2	1.2	1.2	0	1.2	0.0
Londis Chalgrove, High Street, Chalgrove, Oxford, OX44 7SS	94	54	49	6,816	0.3	1.0	0	1.0	0.6
Londis, Church Road, Horspath, Oxford, OX33 1RU	107	81	72	6,816	0.5	1.3	0	1.3	0.9
M&S Simply Food, Thame Road, Stadhampton, Oxford OX44 7TR				0.4	0.4	0.4	0	0.4	0.0
Premier - Bermsfield Shopper, Fane Drive, Bermsfield, Wallingford, OX10 7ND				0.0	0.0	0.0	0	0.0	0.0
Sub-Total Zone 12				35.6	35.6	36.9	0	36.9	1.3
Zone 13									
Co-Op Food, High Street, Thame, OX9 2BU	1898	1139	1012	10,931	11.1	1.2	2	1.2	-9.9
Local shops, Thame				2.4	2.4	2.4	0	2.4	0.0
M&S Simply Food, Park Street, Thame OX9 3HS				0.7	0.7	0.7	0	0.7	0.0
Sainsbury's, High Street, Thame OX9 2BU	1406	844	547	13,939	7.6	18.3	2	18.7	11.0
Waitrose, Greyhound Lane, Thame OX9 3ZD	3842	2305	1886	13,256	25.0	39.7	2	40.5	15.5
Sub-Total Zone 13				46.8	46.8	62.3	2	63.5	16.7
Value of White Horse Authority Area Sub-Total	245.0	321.6	321.6	321.6	321.6	321.6	321.6	321.6	80.4
South Oxfordshire Authority Area Sub-Total	437.5	442.2	442.2	442.2	442.2	442.2	442.2	442.2	138.7
Total - Study Area	547.6	750.0	750.0	750.0	750.0	750.0	750.0	750.0	228.1

Notes:

- a. Gross and net sales areas derived from VDA data where available
- b. Where net sales area not confirmed, Netos Planning professional judgement applied
- c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2022 and Mintel Retail Rankings 2018

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Table 6a: Estimated capacity for additional convenience goods floorspace in South Oxfordshire Authority Area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2023	442.2	437.5	4.8	0.0
2028	456.4	441.0	4.8	-10.7
2033	456.9	448.1	4.9	-3.9
2038	456.2	456.2	5.0	4.3
2041	456.9	460.1	5.0	8.2
Study Area Market Share (%)	34.5%			

a. Allow for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 20 (January 2023)
b. Assumes constant market share claimed by South Oxfordshire facilities of 34.5% of Study Area expenditure

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in South Oxfordshire Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min	Max ²
2023	0.0	0	0
2028	-10.7	-800	-1,100
2033	-3.9	-300	-400
2038	4.3	300	400
2041	8.2	600	800

Notes:
a. Average sales density in respect of minimum floorspace assumed to be £13,441 per sq.m at 2023 which is average of 'main four' foodstore operators
b. Average sales density in respect of maximum floorspace assumed to be £9,818 per sq.m at 2023 which is average of principal two discount operators
c. Allow for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 20

Table 6c: Extant convenience goods commitments in South Oxfordshire Authority Area

Location	Reference	Proposal	Gross floorspace (sq m)	Net Sales floorspace (sq.m)	Net Convenience Goods floorspace (sq.m)	Estimated Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Zone 5							
Land to the north east of Didcot	P15/23/202/O	Outline planning application, including a 1500 sqm Class A1 (shop) use; up to 5 units, each up to 200 sqm, of small flexible units within Classes A1, A2, A3, A4 or A5	2,500	1,750	1,750	1,190	10,000
							11.9

Notes:
a. Gross and net sales areas derived from VOA data where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2021 and Mintel Retail Rankings 2018

Table 6d: Net quantitative capacity for additional convenience goods floorspace in South Oxfordshire Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)		Floorspace Capacity (sq m net)	
			Min ¹	Max ²	Min ¹	Max ²
2023	0.0	11.9	-11.9	-900	-1,200	-1,200
2028	-10.7	12.3	-23.0	-1,700	-2,300	-2,300
2033	-3.9	12.3	-16.2	-1,200	-1,600	-1,600
2038	4.3	12.3	-8.0	-600	-800	-800
2041	8.2	12.3	-4.1	-300	-400	-400

Notes:
a. Average sales density in respect of minimum floorspace assumed to be £13,441 per sq.m at 2023 which is average of 'main four' foodstore operators
b. Average sales density in respect of maximum floorspace assumed to be £9,818 per sq.m at 2023 which is average of principal two discount operators
c. Allow for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 20 (January 2023)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

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Table 6a: Estimated capacity for additional convenience goods floorspace in Vale of White Horse Authority Area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2023	325.4	321.6	3.8	0.0
2028	325.9	324.1	3.9	-7.9
2033	336.2	329.4	3.9	-2.9
2038	336.2	335.3	4.0	3.1
2041	336.2	338.2	4.0	6.0

Study Area Market Share (%) 25.4%

a. Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 200 (January 2023)
b. Assumes constant market share claimed by Vale of White Horse facilities of 25.4% of Study Area expenditure

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Vale of White Horse Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min	Max
2023	0.0	0	0
2028	-7.9	-600	800
2033	-2.9	-200	300
2038	3.1	200	300
2041	6.0	400	600

Notes:
a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £8,000 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 20 (January 2023)

Table 6c: Extant convenience goods commitments in Vale of White Horse Authority Area

Location	Reference	Proposal	Gross floorspace (sq m)	Net Sales floorspace (sq.m)	Net Convenience Goods floorspace (sq.m)	Estimated Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Zone 1 Land to the West of Wootton Road Abingdon-on-Thames	P21/V02024/FUL	Erection of a Class E discount foodstore	1,800	1,800	1,315	1,052	11,000 11.6
Unit B, Fairacres Retail Park, Marcham Road Abingdon OX14 1BY	P21/V04953/FUL	Variation of condition to allow for the sale of food	1,785	1,785	1,078	1,078	10,985 11.8
Zone 5 Land at Grove Road Grove	P22/V0286/FUL	Erection of a Class E discount foodstore	2,035	2,035	1,093	874	8,807 7.7
Zone 6 Land at former Didcot A Power Station Purchas Road Didcot	P19/V1472/FUL	Mixed use redevelopment comprising up to 13,000m ² Class A1 units (includes 1,500m ² convenience food store)	1,500	1,500	1,0475	1,275	10,000 12.8

Notes:
a. Gross and net sales areas derived from VOA data where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from Globalstat Convenience and Comparison Goods Sales Densities of Major Grocers 2021 and Mintel Retail Rankings 2018

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Vale of White Horse Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2023	0.0	43.9	43.9	-3,300	-4,500
2028	-7.9	45.3	37.4	-3,800	-5,200
2033	-2.9	45.3	48.2	-3,500	-4,800
2038	3.1	45.3	42.2	-3,000	-4,200
2041	6.0	45.3	-39.3	-2,800	-3,900

Notes:
a. Average sales density in respect of minimum floorspace assumed to be £13,441 per sq.m at 2023 which is average of 'main four' foodstore operators
b. Average sales density in respect of maximum floorspace assumed to be £9,838 per sq.m at 2023 which is average of principal two discount operators
c. Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 20 (January 2023)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

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Table 6a: Estimated capacity for additional convenience goods floorspace in Vale of White Horse/South Oxfordshire Authority Area

Year	Benchmark Turnover (£m) ^a	Available Expenditure (£m) ^b	Inflow (£m)	Surplus Expenditure (£m)
2023	767.6	759.0	8.6	0.0
2028	792.3	785.1	8.7	-18.5
2033	793.1	777.5	8.8	-6.8
2038	793.1	791.5	9.0	7.4
2041	793.1	798.3	9.1	14.2

Study Area Market Share (%) 59.9%

Notes:

- a. Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 20 (February 2023)
- b. Assumes constant market share claimed by Vale of White Horse/South Oxfordshire facilities of 59.9% of Study Area expenditure

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Vale of White Horse/South Oxfordshire Authority Area

Year	Surplus Expenditure (£m)		Floorspace Capacity (sq m net)	
	Min ¹	Max ²	Min ¹	Max ²
2023	0.0	0	0	0
2028	-18.5	-1,300	-1,800	-1,800
2033	-6.8	-500	-700	-700
2038	7.4	500	700	700
2041	14.2	1,000	1,400	1,400

Notes:

- a. Average sales density in respect of minimum floorspace assumed to be £13,441 per sq.m at 2023 which is average of 'main four' foodstore operators
- b. Average sales density in respect of maximum floorspace assumed to be £5,818 per sq.m at 2023 which is average of principal two discount operators
- c. Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 20

Table 6c: Extant convenience goods commitments in Vale of White Horse/South Oxfordshire Authority Area

Location	Reference	Proposal	Gross Floorspace (sq m)	Net Sales floorspace (sq m)	Net Convenience Goods floorspace (sq.m)	Estimated Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Zone 1 Land to the West of Wootton Road Abingdon-on-Thames	P21/V0024/FUL	Erection of a Class E discount foodstore	1,800	1,315	1,052	11,000	11.6
Unit B, Faircross Retail Park Marcham Road Abingdon OX11 1BY	P21/V0453/FUL	Variation of condition to allow for the sale of food	1,785	1,078	1,078	10,985	11.8
Zone 3 Land at Grove Road Grove	P22/V0286/FUL	Erection of a Class E discount foodstore	2,035	1,093	874	8,807	7.7
Zone 5 Land at former Didcot A Power Station Purchas Road Didcot	P19/V1472/FUL	Mixed use redevelopment comprising up to 13,000m ² Class A1 units (includes 1,500m ² convenience food store)	13,000	10,475	1,275	10,000	12.8
Land to the north east of Didcot	P15/S2907/O	Outline planning application, including a 1500 sqm Class A1 (shop) use; up to 5 units, each up to 200 sqm, of small flexible units within Classes A1, A2, A3, A4 or A5	2,500	1,750	1,190	10,000	11.9
					5,469		55.8

Notes:

- a. Gross and net sales areas derived from VOA data where available
- b. Where net sales area not confirmed, Nexus Planning professional judgement applied
- c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2021 and Mintel Retail Rankings 2018 (Wootton Rd-Aldi, Faircross-M&S, Grove Rd-Lidl, Didcot Power Station and NE Didcot-generic SDs)

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Vale of White Horse/South Oxfordshire Authority Area

Year	Surplus Expenditure (£m)		Residual Expenditure (£m)		Floorspace Capacity (sq m net)	
	Min ¹	Max ²	Min ¹	Max ²	Min ¹	Max ²
2023	0.0	-55.8	-55.8	-57.00	-4,100	-5,700
2028	-18.5	-76.1	-76.1	-7,500	-5,500	-7,500
2033	-6.8	-64.4	-64.4	-6,400	-4,600	-6,400
2038	7.4	-50.2	-50.2	-4,900	-3,600	-4,900
2041	14.2	-43.4	-43.4	-3,100	-3,100	-4,300

Notes:

- a. Average sales density in respect of minimum floorspace assumed to be £13,441 per sq.m at 2023 which is average of 'main four' foodstore operators
- b. Average sales density in respect of maximum floorspace assumed to be £5,818 per sq.m at 2023 which is average of principal two discount operators
- c. Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 20
- d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

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Table 7b: Population

Zone	2023	2028	Population	2041
1	20,813	21,822	22,546	23,500
2	26,147	27,465	28,336	29,541
3	34,117	35,711	36,812	37,701
4	32,918	34,416	35,524	36,437
5	46,681	48,695	49,982	51,646
6	41,725	44,010	44,121	44,249
7	71,601	73,023	73,833	74,635
8	12,273	12,853	13,349	13,899
9	31,426	31,406	31,375	31,387
10	46,414	46,119	45,716	45,428
11	47,437	46,200	45,258	44,825
Total	476,518	489,377	496,918	507,859

Table 7c: Comparison goods expenditure per capita

Zone	2024 with SFT										2021										2023										Total
	CDs etc	Household	Recreation	Chemist	Electrical	DIV	Furniture	Total	CDs etc	Household	Recreation	Chemist	Electrical	DIV	Furniture	Total	CDs etc	Household	Recreation	Chemist	Electrical	DIV	Furniture	Total							
1	992	281	512	649	343	405	4,235	707	385	463	245	385	463	245	385	3,000	714	369	404	368	467	247	319	3,049							
2	1,031	290	544	689	350	483	4,687	735	397	477	289	397	477	289	397	3,282	742	391	432	362	512	288	319	3,284							
3	919	233	484	626	467	620	4,542	670	380	548	385	442	548	385	442	3,288	676	346	595	358	446	335	312	3,270							
4	1,018	280	500	742	514	659	4,288	726	400	357	529	366	470	305	323	3,276	733	360	534	370	475	308	327	3,308							
5	1,018	280	500	742	514	659	4,288	726	400	357	529	366	470	305	323	3,276	733	360	534	370	475	308	327	3,308							
6	1,000	281	467	632	528	627	4,300	756	388	333	451	375	447	253	308	3,109	763	388	336	455	379	341	3,139								
7	1,005	304	540	737	474	482	4,925	745	217	385	565	391	526	338	344	3,312	752	401	482	365	531	341	3,346								
8	1,000	288	557	670	535	743	4,733	742	212	307	478	381	530	299	339	3,375	749	215	401	482	365	338	3,408								
9	1,000	288	557	670	535	743	4,733	742	212	307	478	381	530	299	339	3,375	749	215	401	482	365	338	3,408								
10	1,000	288	557	670	535	743	4,733	742	212	307	478	381	530	299	339	3,375	749	215	401	482	365	338	3,408								
11	1,000	288	557	670	535	743	4,733	742	212	307	478	381	530	299	339	3,375	749	215	401	482	365	338	3,408								
12	954	264	427	702	464	633	421	436	337	501	352	452	500	311	311	3,120	687	340	340	505	355	341	3,151								
13	1,002	298	518	787	543	617	4,850	757	212	369	488	387	511	323	323	3,458	765	315	567	391	516	326	340	3,492							

Table 7d: Comparison goods expenditure per capita

Zone	2028										2038										Total			
	CDs etc	Household	Recreation	Chemist	Electrical	DIV	Furniture	Total	CDs etc	Household	Recreation	Chemist	Electrical	DIV	Furniture	Total								
1	756	199	390	427	300	494	3,216	660	226	444	248	444	248	247	351	3,671	986	509	558	509	645	341	433	4,211
2	785	221	414	510	400	541	3,517	694	251	471	289	400	616	347	364	4,022	1,035	540	655	527	707	398	440	4,590
3	795	232	429	558	414	569	3,761	705	264	488	333	414	648	383	418	4,212	1,038	540	728	541	748	499	480	4,816
4	715	233	386	529	378	514	3,460	614	219	417	257	359	481	259	299	3,897	954	478	514	464	516	463	4,516	
5	715	233	386	529	378	514	3,460	614	219	417	257	359	481	259	299	3,897	954	478	514	464	516	463	4,516	
6	809	189	356	481	461	477	3,321	619	226	405	548	466	543	308	324	3,779	1,054	269	464	628	523	353	400	4,435
7	798	232	411	605	418	562	3,761	705	264	488	333	414	648	383	418	4,289	1,038	540	728	541	748	499	480	4,816
8	792	227	424	510	407	566	3,405	644	258	483	351	464	644	359	413	4,103	1,034	554	666	532	738	412	473	4,706
9	838	249	501	484	438	614	3,277	380	283	570	511	684	699	372	433	4,358	1,091	325	654	632	572	801	427	4,999
10	808	260	481	601	441	627	3,827	688	291	511	684	693	713	435	464	4,522	1,092	339	586	784	577	818	499	5,187
11	751	222	386	606	407	539	3,627	656	253	438	689	658	613	405	415	4,128	982	300	500	790	525	704	465	4,734
12	727	201	360	535	371	462	3,313	627	229	409	609	483	549	385	378	3,793	948	282	469	698	491	630	419	4,351
13	809	227	395	599	414	546	3,694	921	258	449	682	471	621	392	410	4,284	1,068	296	515	782	540	713	450	4,822

Table 7e: Comparison goods expenditure per capita

Zone	2041										Total
	CDs etc	Household	Recreation	Chemist	Electrical	DIV	Furniture	Total			
1	1,071	322	538	686	553	701	4,170	4,974			
2	1,128	329	608	791	587	807	4,777	5,248			
3	1,104	320	520	892	537	669	5,022	4,906			
4	1,100	302	540	801	555	712	4,653	4,963			
5	1,145	282	506	683	569	677	3,833	4,709			
6	1,129	328	583	858	593	796	5,121	5,319			
7	1,123	322	602	724	578	603	4,477	5,112			
8	1,185	353	711	687	621	870	4,644	5,481			
9	1,143	388	646	826	577	828	5,242	5,845			
10	1,143	388	646	826	577	828	5,242	5,845			
11	1,143	388	646	826	577	828	5,242	5,845			
12	1,143	388	646	826	577	828	5,242	5,845			
13	1,147	322	559	850	587	774	4,889	5,238			

Notes:
 a. based on the population values set out in table 7a
 b. per capita expenditure derived from Experian VMGS data (2023 report)
 c. Population derived from Experian VMGS data (2023 report)
 d. Expenditure excludes Special forms of Trading in line with recommendations at figures of Experian Retail Planner Briefing Note 20

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Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (€m)																
	2023					2028											
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	14.9	3.9	7.7	8.4	7.7	9.7	5.1	6.1	63.5	16.5	4.3	8.5	9.3	10.8	5.7	6.7	70.4
2	19.4	5.5	10.2	12.6	10.0	13.4	7.5	8.3	86.9	21.6	6.1	11.4	14.0	11.1	8.4	9.3	96.5
3	25.7	7.5	13.8	18.0	13.4	18.4	10.9	11.9	119.5	28.4	8.3	15.3	19.9	14.8	12.0	13.1	132.2
4	23.3	6.0	11.4	15.6	11.8	14.7	11.0	10.9	107.6	24.6	6.6	12.6	21.7	13.0	12.2	12.1	119.1
5	32.7	9.0	16.1	23.9	16.5	21.2	13.8	14.6	147.8	36.1	9.9	17.7	26.3	18.2	15.2	16.1	162.7
6	28.3	7.0	12.5	16.9	14.1	16.8	9.5	11.6	116.6	30.7	7.5	13.5	18.3	15.2	10.3	12.5	125.1
7	32.9	9.6	17.0	25.0	17.3	23.2	14.9	15.2	155.0	35.0	10.2	18.1	26.6	18.4	15.9	16.2	165.1
8	53.8	15.4	28.8	34.6	27.6	38.4	21.4	24.6	244.7	57.8	16.6	31.0	37.3	29.7	41.3	26.5	263.3
9	9.7	2.9	5.8	5.6	5.1	7.1	3.8	4.4	44.4	10.3	3.1	6.2	6.0	7.6	4.0	4.7	47.3
10	24.0	7.7	13.4	17.9	13.2	18.7	11.4	12.2	118.4	25.4	8.2	14.1	18.9	19.7	12.0	12.8	125.0
11	33.0	9.8	16.9	26.6	17.7	23.6	15.6	16.0	159.1	34.7	10.3	17.7	27.9	18.6	16.4	16.8	167.3
12	22.1	6.1	11.0	16.3	11.5	14.7	9.8	10.1	101.6	23.5	6.5	11.6	17.3	13.2	10.4	10.7	107.8
13	34.2	9.6	16.7	25.3	17.5	23.1	14.6	15.2	156.2	37.4	10.5	18.2	27.7	19.1	15.9	16.6	170.7
Total	353.0	99.9	181.2	250.7	183.2	243.0	146.3	161.0	1621.4	381.9	108.1	196.0	271.1	198.1	262.7	174.1	1753.4

Zone	Comparison goods expenditure (€m)																
	2033					2038											
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	19.4	5.1	10.0	11.0	10.0	12.7	6.7	7.9	82.8	22.9	6.0	11.8	12.9	11.8	7.9	9.3	97.6
2	25.3	7.1	13.3	16.4	13.0	17.5	9.8	10.9	113.4	29.8	8.4	15.7	19.4	15.3	11.6	12.8	133.6
3	33.3	9.7	18.0	23.4	17.3	23.8	14.1	15.4	155.1	39.1	11.4	21.1	27.4	20.4	16.6	18.1	182.1
4	29.0	7.8	14.9	21.5	15.4	19.1	14.4	14.2	140.3	34.2	9.2	17.5	30.1	18.1	16.9	16.8	165.4
5	43.2	11.6	20.7	30.8	21.3	27.3	17.8	18.8	190.5	49.6	13.6	24.3	36.1	25.0	20.9	22.1	233.7
6	47.2	8.7	15.6	21.1	17.6	20.9	11.8	14.4	148.5	41.2	10.2	18.2	24.6	20.5	13.8	16.8	169.6
7	40.0	11.6	20.7	30.4	21.0	28.2	18.1	18.5	188.6	45.9	13.3	23.7	34.9	24.1	20.8	21.2	216.3
8	66.6	19.1	35.6	43.9	34.2	47.6	26.5	30.5	302.9	77.2	22.1	41.3	49.7	39.7	30.7	35.3	351.2
9	11.7	3.5	7.0	6.8	6.2	8.6	4.6	5.3	53.8	13.5	4.0	8.1	7.8	7.1	5.3	6.1	61.9
10	28.8	9.3	16.0	21.5	15.8	22.4	13.7	14.6	142.0	33.0	10.6	18.4	24.6	18.1	15.6	16.7	162.7
11	39.2	11.6	20.0	31.5	20.9	28.0	18.5	19.0	188.7	44.6	13.2	22.8	32.0	23.9	21.1	21.6	215.1
12	26.8	7.4	13.3	19.8	13.9	17.8	11.9	12.3	123.1	30.9	8.5	15.3	22.7	16.0	13.6	14.1	141.6
13	43.5	12.2	21.2	32.3	22.3	29.4	18.6	19.4	198.9	51.0	14.3	24.9	37.8	26.1	21.7	22.7	232.7
Total	441.3	124.8	226.4	313.2	228.9	303.5	186.4	201.1	2025.7	512.8	143.0	263.1	363.9	266.0	216.5	233.7	2353.6

Zone	Comparison goods expenditure (€m)										Changes in Expenditure (€m)						
	2041					2046					2023-2028	2023-2033	2023-2038	2023-2041			
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	25.3	6.6	13.0	14.3	13.0	16.5	8.7	10.3	107.9	6.9	19.4	34.2	19.4	19.4	6.9	9.4	44.4
2	32.9	9.3	17.3	21.3	16.9	22.7	12.8	14.1	147.3	9.6	26.5	46.7	60.4	60.4	9.6	12.8	60.4
3	43.1	12.6	23.2	30.2	22.4	30.8	18.2	19.9	200.4	12.7	35.6	62.6	80.9	80.9	12.7	18.2	80.9
4	37.8	10.2	19.3	33.2	20.0	24.9	18.5	18.5	182.7	11.4	32.6	57.8	75.1	75.1	11.4	14.9	75.1
5	54.6	15.0	26.8	39.8	27.6	35.3	23.0	24.3	246.4	14.9	42.7	75.9	98.6	98.6	14.9	20.9	98.6
6	45.3	11.2	20.0	27.0	22.5	26.8	15.2	18.5	186.3	9.5	28.9	53.0	69.7	69.7	9.5	12.5	69.7
7	49.9	14.5	25.8	37.9	26.2	35.2	22.6	23.1	235.4	10.1	35.5	61.2	80.3	80.3	10.1	13.1	80.3
8	84.4	24.2	45.2	54.4	43.4	60.3	33.6	38.6	384.2	18.6	58.2	106.5	139.5	139.5	18.6	25.5	139.5
9	14.7	4.4	8.8	8.5	7.7	10.8	5.8	6.7	67.3	2.9	9.4	17.5	22.9	22.9	2.9	3.8	22.9
10	35.9	11.6	20.0	26.7	19.7	27.9	17.0	18.2	176.9	6.6	23.6	44.3	58.4	58.4	6.6	8.8	58.4
11	48.5	14.3	24.8	39.0	25.9	34.7	22.9	23.5	233.8	8.1	29.6	55.9	74.7	74.7	8.1	10.7	74.7
12	33.6	9.3	16.6	24.8	17.4	22.3	14.9	15.4	154.3	6.3	21.6	40.0	52.7	52.7	6.3	8.4	52.7
13	56.0	15.7	27.3	41.5	28.6	37.8	23.9	24.9	255.8	14.5	42.7	76.5	99.6	99.6	14.5	19.6	99.6
Total	561.9	158.8	288.2	398.7	291.4	386.2	237.2	256.0	2578.6	132.0	404.3	732.2	957.1	957.1	132.0	174.1	1753.4

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Per capita expenditure derived from Experian MIMGS data (2023 report)
- c. Population derived from Experian MIMGS data (2023 report)
- d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 20

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Table 9: Clothing & footwear shopping patterns

Destination Study Area	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)
Zone 1														
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	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
B&Q, Nuffield Way, Abingdon OX14 1RL	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
Fairacres Retail Park, Abingdon, OX14 1TR	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
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	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
Lidl, Marcham Road, Abingdon, OX14 1TP	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
Screwfix, Eyston Way, Abingdon, OX14 1TR	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
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.3	5.4	7.3	3.5	0.0	0.5	0.9	0.0	0.0	0.0	0.0	0.0	2.8	0.0
Toolstation, Nuffield Way, Abingdon, OX14 1RL	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
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	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
Zone 1 Sub Total	1.3	5.4	7.3	3.5	0.0	0.5	0.9	0.0	0.0	0.0	0.0	0.0	2.8	0.0
Zone 2														
Abingdon Town Centre	2.6	11.3	20.4	7.4	0.0	0.7	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Drayton	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
Grove Village Centre	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
Sutton Courtenay	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
Waitrose, Abbey Close, Abingdon, OX14 3HL	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
Zone 2 Sub Total	2.6	11.3	20.4	7.4	0.0	0.7	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Cunnor Village Centre	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
Dry Sandford Village Centre	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
Frosts Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	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
Kennington	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
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	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
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	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
Wootton	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
Zone 3 Sub Total	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
Zone 4														
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	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
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	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
Faringdon Town Centre	0.8	0.0	0.0	0.0	12.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Hatford Village	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
Highworth	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
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	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
Shrivenham Village Centre	0.2	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanford in the Vale	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
Tesco Superstore, Park Road, Faringdon, SN7 7BP	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
Tesco, Park Road, Faringdon, SN7 7BP	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
Zone 4 Sub Total	1.0	0.0	0.0	0.0	15.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EF	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
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0GN	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
Lambourn	1.8	0.0	0.0	0.0	11.1	13.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Limborough Road, Wantage, OX12 9AJ	0.0	0.0	1.7	0.0	3.9	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wantage Town Centre	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
Zone 5 Sub Total	2.7	0.0	1.7	0.0	15.0	20.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6														

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)
Study Area														
Aldi, Broadway, Didcot, OX11 8ET	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
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	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
Didcot Town Centre	12.4	10.7	17.8	4.1	0.0	18.9	71.5	19.7	0.0	0.0	0.0	0.0	2.9	0.0
East Hagourne	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
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	0.2	0.0	0.0	0.2	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	1.4	0.0
Sainsbury's, Central Drive, Didcot, OX11 7ND	0.9	1.6	0.0	0.0	0.0	0.7	1.5	7.5	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	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
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	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
Screwfix, Trident Business Park, Didcot, OX11 7HJ	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
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	1.6	4.6	6.5	0.8	0.0	1.6	8.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Orchard Centre, Didcot, OX11 7LG	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
Trident Business Park, Basii Hill Road, Didcot, OX11 7HJ	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
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	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
Zone 6 Sub Total	15.2	16.9	24.2	5.0	0.0	21.2	81.3	29.1	0.0	0.0	0.0	0.0	4.4	0.0
Zone 7														
Benson	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
Brightwell Village	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
Cholsey Village Centre	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
Goring Village	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
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	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
Lidl, Lupton Road, Wallingford, OX10 9BS	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
Pangbourne	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
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 0PT	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
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	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
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	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
Waitrose, St Martin's Street, Wallingford, OX10 0EF	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
Wallingford Town Centre	1.5	0.8	0.0	0.0	0.0	0.0	0.0	15.0	0.0	0.0	0.0	0.0	2.8	0.0
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	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
Zone 7 Sub Total	1.5	0.8	0.0	0.0	0.0	0.0	0.0	15.0	0.0	0.0	0.0	0.0	2.8	0.0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	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
Hare Hatch Sheepslands, London Road, Hare Hatch, Reading, RG10 9HW	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
Lidl, Headley Road, Woodley, Reading RG5 4JA	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
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	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
Sheepslands, London Road, Hare Hatch, Reading, RG10 9HW	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
Todd Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	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
Travis Perkins, Headley Park, Woodley, RG5 4SW	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
Twyford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Waitrose, London Road, Twyford, Reading, RG10 9EH	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
Wargrave	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
Woodlands Park, Maidenhead	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
Woodley	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
Zone 8 Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Zone 9														
Henley-on-Thames	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6	34.7	7.0	0.0	0.0	0.0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	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
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	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
Zone 9 Sub Total	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6	34.7	7.0	0.0	0.0	0.0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	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
Marlow	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	8.3	0.0	0.0	0.0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	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
Sonning Common	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
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	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
Trio Flooring, Westfield Farm Medmenham Nr., Marlow SL7 2HE	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
Zone 10 Sub Total	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	8.3	0.0	0.0	0.0

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)
Study Area														
Lidl, Barnfield Road, Swindon SN2 2DJ	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
Lidl, Basingstoke Road, Reading RG2 0SJ	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
Lidl, Bath Road, Calcot, Reading RG30 2HB	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
Lidl, Bright Street, Swindon SN2 8DA	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
Lidl, Gastons Wood, Basingstoke RG24 8TW	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
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	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
Lidl, London Road, Newbury RG14 2BX	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
Lidl, Needlepin Way, Buckingham, MK18 7RB	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
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	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
Lidl, Oakfield Road, Aylesbury HP20 1GD	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
Lidl, Oxford Road, Reading RG30 1AS	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
Lidl, Pinchington Lane, Newbury RG14 7HU	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
Lidl, Stafferton Way, Maidenhead SL6 1AY	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
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	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
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	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
Lidl, Worthing Road, Basingstoke RG22 6PE	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
London City Centre	2.6	0.0	0.0	0.0	0.0	4.2	0.0	0.0	6.6	0.0	0.0	7.7	0.0	4.4
London Road Retail Park, Newbury, RG14 2BP	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
Long Hanborough	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
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	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
Loudwater Retail Park, High Wycombe, HP10 9QR	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
Madjeski Stadium, Reading	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
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	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
Maidenhead Town Centre	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.1	5.1	0.0	0.0	0.0	0.0
Manchester	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
Marks and Spencer, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Marks and Spencer, High Street, Aylesbury, HP20 1SH	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5
Marks and Spencer, High Street, Reading, RG1 2BH	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Marlborough	0.2	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
Meadowside Retail Park, Lannaish Road, Oxford, OX2 0FE	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
Milton Keynes	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Morrisons, Black Bourton Road, Carterton, OX18 3HA	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
Morrisons, Dorcan House Site, Eldene Drive, Swindon SN3 3TX	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
Morrisons, Off Basingstoke Road, Reading RG2 0HB	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
Morrisons, Station Way W, Aylesbury HP20 2HX	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
Morrisons, Temple End, High Wycombe, HP13 5XX	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
Morrisons, Thames Avenue, Swindon SN25 1JP	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
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell RG12 1EN	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
Morrisons, Worthing Road, Basingstoke RG21 8BJ	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
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	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
Newbury Town Centre	2.0	3.7	0.8	0.8	1.3	16.5	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Notcutts, Clay Lane, Booker, Marlow, SL7 3DH	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
Oaktree Garden Centre, Brockhill House, Bracknell Road, Warfield, RG42 6H	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
Oldfield Retail Park, Basingstoke Road, Reading, RG2 0NT	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
Orbital Shopping Park, Thamesdown Dr, Swindon SN25 4AN (Asda, Boots, Next)	0.9	4.1	18.9	11.4	11.4	20.7	14.2	21.2	0.0	3.4	1.4	6.9	39.0	13.7
Oxford City Centre	18.1	34.4	25.3	52.6	52.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.9	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peters Field Nursery, Forest Green Road, Ffield, Maidenhead, SL6 2NR	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
Plymouth	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
Portsmouth	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0
Preston	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
Reading Gate Retail Park, Reading RG2 0QG (B&Q, Curry's, Oak Furnitureland)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0
Reading Town Centre	9.0	0.0	0.0	0.0	0.0	0.7	1.0	25.1	19.6	41.0	52.1	0.0	1.4	0.0
Rosebourne, Basingstoke Road, Aldermaston, Reading, RG7 4LD	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
Sainsbury's, Bath Road, Calcot, Theale, Reading RG31 7SA	0.1	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
Sainsbury's, Broad Street, Reading RG1 2BH	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
Sainsbury's, Buckingham Street, Aylesbury HP20 2LA	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
Sainsbury's, Friar Street, Reading RG1 1DX	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
Sainsbury's, Gatehouse Road, Aylesbury HP19 8ED	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
Sainsbury's, Hectors Way, Newbury, RG14 5AB	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
Sainsbury's, Heyford Hill, Littlemore, Oxford, OX4 4XR	0.8	0.8	1.6	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.9	0.0

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)
Study Area														
Vestern Court Retail Park, Vastern Road, Reading, RG1 8AL	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
Waitrose, Botley Road, Oxford, OX2 0HH	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
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	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
Waitrose, Oxford Road, Reading, RG30 6WR	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
Wendover	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0
Westgate Shopping Centre, Queen Street, Oxford, OX1 1TR	0.9	0.0	0.0	9.9	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	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
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	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
Wickes, Botley Road, Oxford, OX2 0HA	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
Wickes, Gazelle Close, Winkesham, Wokingham, RG41 5HH	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
Wickes, Gipsy Lane, Swindon, SN2 8DH	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
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	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
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	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
Winchester	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	3.4	0.0	0.0	0.0	0.8
Winkesham Garden Centre, Reading Road, Winkesham, Wokingham, RG41 5HG	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
Winkesham Triangle Business Park, Eskdale Road, Winkesham, Reading, RG41 5TU	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
Winterhill Retail Park, Bletchley, MK6 1BN	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
Witney	1.1	4.4	0.0	4.3	7.8	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Wokingham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	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
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	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
Yarnton Home & Garden, Sindy Lane, Kidlington, OX5 1PA	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
Yarnton Village	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
Yattendon Village	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
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	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
Other	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
Outside Catchment Area Sub-Total	69.7	64.0	46.4	84.1	69.7	57.9	18.2	53.9	89.2	65.3	84.6	91.3	88.7	78.5
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived from NEMS household survey

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)	Zone 10 Clothing (£m)	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)
Study Area														
Wickes, Botley Road, Oxford, OX2 0HA	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
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	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
Wickes, Gypsy Lane, Swindon, SN2 8DH	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
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	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
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	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
Winchester	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.3
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	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
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	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
Winterhill Retail Park, Bletchley, MK6 1BN	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
Witney	3.8	0.6	0.0	1.1	1.7	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Wokingham	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	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
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	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
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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
Yarnton Village	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
Yattendon Village	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
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	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
Other	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
Outside Catchment Area Sub-Total	248.7	9.5	9.0	21.6	15.5	18.9	5.2	17.7	48.0	6.3	20.3	30.1	19.6	26.8
Grand Total	353.0	14.9	19.4	25.7	22.3	32.8	28.3	32.9	53.8	9.7	24.0	33.0	22.1	34.2

Notes:

- a. Market shares derived from NEMS household survey
- b. Available expenditure derived from Table 8

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Study Area	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)	CDs/DVDs (%)
Outside Catchment Area Sub-Total	40.4	37.9	24.4	71.4	56.7	10.2	11.8	9.3	71.7	12.8	38.4	38.0	43.7	59.7
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from NEMS household survey

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Study Area	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)	CDs/DVDs (£m)
Wickes, Botley Road, Oxford, OX2 0HA	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
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	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
Wickes, Gipsy Lane, Swindon, SN2 8DH	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
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	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
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	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
Winchester	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
Windsor	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
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	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
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	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
Winterhill Retail Park, Bletchley, MK6 1BN	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
Witney	1.1	0.1	0.0	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wokingham	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	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
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	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
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yarnton Village	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
Yattendon Village	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
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	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
Others	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
Other	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
Outside Catchment Area Sub-Total	41.07	1.48	1.33	5.36	3.40	0.92	0.82	0.89	11.04	0.37	2.57	3.71	3.04	5.73
Grand Total	99.95	3.91	5.46	7.50	6.00	9.01	6.98	9.57	15.41	2.89	7.74	9.76	6.13	9.60

Notes:
a. Market shares derived from NEMS household survey
b. Available expenditure derived from Table 8

Table 13: Small Household Goods Shopping Patterns

Destination Study Area	Total Household (%)	Zone 1 Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)	Zone 7 Household (%)	Zone 8 Household (%)	Zone 9 Household (%)	Zone 10 Household (%)	Zone 11 Household (%)	Zone 12 Household (%)	Zone 13 Household (%)
Zone 1														
Abingdon Beds, Marcham Road, Abingdon, OX14 1TZ	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
B&Q, Nuffield Way, Abingdon, OX14 1RL	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
Fairacres Retail Park, Abingdon, OX14 1TR	3.2	18.4	14.2	0.0	1.4	2.1	4.9	0.0	4.8	0.0	0.0	0.0	0.0	0.0
Homebase, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	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
Lidl, Marcham Road, Abingdon, OX14 1TP	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
Screwfix, Eyston Way, Abingdon, OX14 1TR	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
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	2.2	11.0	4.7	8.3	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	13.5	0.0
Toolstation, Nuffield Way, Abingdon, OX14 1RL	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
Topps Tiles, Colwell Drive, Abingdon, OX14 1AU	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
Zone 1 Sub Total	5.4	29.4	18.8	8.3	1.4	2.1	5.5	0.0	4.8	0.0	0.0	0.0	13.5	0.0
Zone 2														
Abingdon Town Centre	4.1	15.9	24.2	6.6	5.9	4.7	0.0	0.0	0.0	0.0	0.0	1.0	11.3	0.0
Drayton	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
Grove Village Centre	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Courtenay	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
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.1	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2 Sub Total	4.3	15.9	26.5	6.6	5.9	5.7	0.0	0.0	0.0	0.0	0.0	1.0	11.3	0.0
Zone 3														
Cumnor Village Centre	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
Dry Sandford Village Centre	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
Fross Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	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
Kennington	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
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	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
Webbs Millets Farm, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	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
Wootton	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
Zone 3 Sub Total	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
Zone 4														
Aldi, Henry Blake Way, Faringdon, SN7 7GQ	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
Caldecourt Carpets, Cowwell Road, Faringdon, SN7 7EB	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
Faringdon Town Centre	0.8	0.0	0.0	0.0	12.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hatford Village	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
Highworth	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
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	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
Shrivenham Village Centre	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
Stanford in the Vale	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
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.2	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Park Road, Faringdon, SN7 7BP	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
Zone 4 Sub Total	1.0	0.0	0.0	0.0	15.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5														
Charlton Park Garden Centre, Charlton Road, Wantage, OX12 8EP	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
Chilton Garden Centre, Newbury Road, Chilton, Didcot, OX11 0DN	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
Lambourn	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
Sainsbury's, Limborough Road, Wantage, OX12 9AJ	0.4	0.0	0.0	0.0	0.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wantage Town Centre	3.2	0.0	0.0	6.8	3.0	30.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Sub Total	3.6	0.0	0.0	6.8	3.0	35.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	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
Asda, Greenwood Way, Henwell, Didcot, OX11 6GD	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
Didcot Town Centre	5.1	4.0	6.8	0.0	1.4	0.0	37.5	5.1	0.0	0.0	0.0	0.0	0.0	0.0

Destination	Total Household (%)	Zone 1 Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)	Zone 7 Household (%)	Zone 8 Household (%)	Zone 9 Household (%)	Zone 10 Household (%)	Zone 11 Household (%)	Zone 12 Household (%)	Zone 13 Household (%)
Study Area														
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 1TU	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
Winterhill Retail Park, Bletchley, MK6 1BN	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9
Witney	0.7	0.0	0.0	3.5	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wokingham	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
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Weyvale Garden Centre, Bath Road, Hungerford, RG17 0HE	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
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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
Yarnton Village	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
Yattendon Village	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
Yew Tree Garden Centre, Hart Common, Newbury, RG20 0NG	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
Others	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
Other	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
Outside Catchment Area Sub-Total	67.3	46.4	37.5	78.2	73.0	56.4	29.4	61.8	84.6	47.8	90.6	86.3	53.6	90.6
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from NEMS household survey

Destination	Total Household (€m)	Zone 1 Household (€m)	Zone 2 Household (€m)	Zone 3 Household (€m)	Zone 4 Household (€m)	Zone 5 Household (€m)	Zone 6 Household (€m)	Zone 7 Household (€m)	Zone 8 Household (€m)	Zone 9 Household (€m)	Zone 10 Household (€m)	Zone 11 Household (€m)	Zone 12 Household (€m)	Zone 13 Household (€m)
Study Area														
Studley Green	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
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	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
Watlington	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
Zone 11 Sub Total	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Zone 12														
Alpha Store, Thame Road, Warborough, Wallingford, OX10 7DD	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
Asda, London Road, Wheatley, Oxford OX33 1VZ	1.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Berinsfield Village	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
Chalgrove	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
Dorchester Village Centre	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
Garsington Village	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
Headington Local Centre	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
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	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
Notcutts Garden Centre, Oxford, OX44 9PY	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
Stadhampton Village Centre	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
Waterperry	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	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
Wheatley Village Centre	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
Zone 12 Sub Total	1.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Zone 13														
Haddenham	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	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
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	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
Sainsbury's, High Street, Thame OX9 2BU	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
Screwfix, Jefferson Way, Thame, OX9 3SZ	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
Thame	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.2	1.6
Waddesdon Village	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
Waitrose, Greyhound Lane, Thame, OX9 3ZD	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
Zone 13 Sub Total	3.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.2	1.6
Inside Catchment Area Sub-Total	56.6	4.1	6.4	3.0	3.1	7.0	8.8	6.5	4.4	3.0	1.3	2.3	5.1	1.6
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	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
Aldi, Basingstoke Road, Reading RG2 0NT	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
Aldi, Bath Road, Calcot, Reading RG30 2HB	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
Aldi, Birch Hill Rd, Bradenell RG22 7DE	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
Aldi, Botley Road, Oxford OX2 0HA	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
Aldi, Cambridge St, Aylesbury HP20 1BT	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
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	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
Aldi, Drove Road, Swindon SN1 3AD	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
Aldi, Hobley Drive, Swindon SN3 4NS	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
Aldi, London Road, Earley, Reading RG6 1LA	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
Aldi, London Road, Newbury RG14 1LA	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
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	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
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	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
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Aldi, Romsey Street, Swindon SN2 2AS	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
Aldi, Shaw Road, Swindon SN5 7EZ	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
Aldi, St Michael's Rd, Basingstoke RG22 4AZ	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
Aldi, Vastern Court, Reading RG1 8AL	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
Aldi, Winklesbury Way, Basingstoke RG23 8BB	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
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	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
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	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
Asda, Chalfont Way, Lower Earley, Earley, Reading RG6 5TT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	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
Asda, Mandeville Road, Aylesbury HP21 8BD	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
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	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
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	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
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	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
Aylesbury Shopping Park, Shopping Park, Cambridge Ct, Aylesbury HP20 1DG (Curry's, Homesense,	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.2

Destination	Total Household (€m)	Zone 1 Household (€m)	Zone 2 Household (€m)	Zone 3 Household (€m)	Zone 4 Household (€m)	Zone 5 Household (€m)	Zone 6 Household (€m)	Zone 7 Household (€m)	Zone 8 Household (€m)	Zone 9 Household (€m)	Zone 10 Household (€m)	Zone 11 Household (€m)	Zone 12 Household (€m)	Zone 13 Household (€m)
Exmouth	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
Eynsham	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
Flooding Superstore, Western Road, Bracknell, RG12 1FJ	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
Flooding Superstore, Worton Grange, Imperial Way, Reading, RG2 0GG	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
Folkstone	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
Forbury Retail Park, Kenavon Dr., Reading RG1 3HS (Homesense, Furniture Village, DFS)	3.2	0.0	0.0	0.0	0.0	0.0	0.1	1.3	0.3	0.2	1.1	0.0	0.2	0.0
Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	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
Great Missenden	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
Great Yarmouth	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
Green Park Business Park, Longwater Avenue, Reading, RG2 6GP	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
Greenbridge Retail & Leisure Park, Drakes Way, Swindon SN3 3SG (Curry's, Wilko, Homesense)	1.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gresham Way Industrial Estate, Stadium Way, Reading, RG30 6BX	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
Gunwharf Quays, Portsmouth	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
Halfords Fleming Way, Swindon, SN1 2NN	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
Hampton Court, Richmond	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Hairgroves Cycles, Penzance Drive, Swindon, SN5 7RX	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
Hastings	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
Heathrow Airport, London	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
Hemel Hempstead	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
Hempston	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
Hereford	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
Heritage Village Centre	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
High Wycombe Town Centre	19.4	0.0	0.1	0.3	0.0	0.0	0.0	0.0	3.9	1.0	2.4	8.9	0.0	2.8
Hilthreth's Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	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
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	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
Hillier Garden Centre, Pump Lane, Marlow, S17 3RB	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
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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
Homebase, Horspath Driveway, Oxford, OX3 7IN	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
Homebase, Knaves Beech Business Centre, Loudwater, Woodburn Green, High Wycombe, HP10 9QR	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
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	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
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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
Homebase, Staiferton Way, Maidenhead, S16 1AY	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
Howdens, Horspath Industrial Estate, Oxford, OX4 2BD	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
Ikea, Drury Way, North Circular Road, London, NW10 0TH	0.2	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
Ikea, Goslington, Blecham Way, Blechley, Milton Keynes, MK1 1QB	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4
IKEA, Pincents Kiln Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	7.2	0.5	0.6	0.0	0.0	2.5	0.7	2.1	0.8	0.0	0.0	0.0	0.0	0.0
John Lewis, Broad Street, Reading, RG1 2BB	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
John Lewis, Hulmers Farm Way Cresser Centre, High Wycombe, HP12 4NW	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	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
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killington	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
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	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
Lectford Estate, Stockbridge, SO20 6EH	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
Leekes, Beane Road, Melksham, SN12 8AG	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester	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
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	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
Lidl, Barnfield Road, Swindon SN2 2DJ	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
Lidl, Basingshoke Road, Reading RG2 0SJ	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
Lidl, Bath Road, Calcot, Reading RG30 2HB	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
Lidl, Bright Street, Swindon SN2 8DA	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
Lidl, Gassons Wood, Basingshoke RG24 8TW	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
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	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
Lidl, London Road, Newbury RG14 2BX	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
Lidl, Needlepeth Way, Buckingham, MK18 7RB	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
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	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
Lidl, Oakfield Road, Aylesbury HP20 1GD	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
Lidl, Oxford Road, Reading RG30 1AS	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
Lidl, Pinchington Lane, Newbury RG14 7HU	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
Lidl, Stafferton Way, Maidenhead S16 1AY	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
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	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
Lidl, Wallington Road, Cowley, Oxford, OX4 6NF	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
Lidl, Worthing Road, Basingshoke RG22 6PE	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
London City Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0

Destination	Total Household (£m)	Zone 1 Household (£m)	Zone 2 Household (£m)	Zone 3 Household (£m)	Zone 4 Household (£m)	Zone 5 Household (£m)	Zone 6 Household (£m)	Zone 7 Household (£m)	Zone 8 Household (£m)	Zone 9 Household (£m)	Zone 10 Household (£m)	Zone 11 Household (£m)	Zone 12 Household (£m)	Zone 13 Household (£m)
Study Area														
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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
Yarnton Village	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
Yattendon Village	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
New Tree Garden Centre, Hart Common, Newbury, RG20 0NG	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
Others	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
Other	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
Outside Catchment Area Sub-Total	124.60	3.56	3.84	10.83	8.32	9.07	3.68	10.50	24.35	2.78	12.12	14.56	5.88	15.12
Grand Total	181.21	7.67	10.22	13.85	11.40	16.09	12.49	17.00	28.80	5.81	13.37	16.87	10.96	16.68

Notes:

a. Market shares derived from NEWS household survey

b. Available expenditure derived from Table 8

2021 Prices

Destination	Zone 1 Toys (%)	Zone 2 Toys (%)	Zone 3 Toys (%)	Zone 4 Toys (%)	Zone 5 Toys (%)	Zone 6 Toys (%)	Zone 7 Toys (%)	Zone 8 Toys (%)	Zone 9 Toys (%)	Zone 10 Toys (%)	Zone 11 Toys (%)	Zone 12 Toys (%)	Zone 13 Toys (%)
Study Area													
Zone 5 Sub Total	3.2	1.4	0.0	10.1	21.5	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6													
Aldi, Broadway, Didcot, OX11 8ET	0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	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
Didcot Town Centre	11.6	1.4	19.5	0.0	19.1	54.8	12.2	0.0	0.0	0.0	0.0	2.5	0.0
East Hagourne	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
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	4.2	7.7	0.0	4.2	17.1	10.2	4.9	0.0	0.0	0.0	0.0	2.5	0.0
Sainsbury's, Central Drive, Didcot, OX11 7ND	2.1	0.0	0.0	0.0	2.2	14.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LJ	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
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	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
Screwfix, Trident Business Park, Didcot, OX11 7HJ	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
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Orchard Centre, Didcot, OX11 7LG	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	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
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	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
Zone 6 Sub Total	18.7	1.4	28.6	0.0	38.3	85.1	17.1	0.0	0.0	0.0	0.0	5.1	0.0
Zone 7													
Benson	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
Brightwell Village	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
Cholsey Village Centre	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
Goring Village	0.1	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, Trademarc, Lupton Road, Wallingford, OX10 9BS	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
Lidl, Lupton Road, Wallingford, OX10 9BS	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pangbourne	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
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 0PT	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
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	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
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.1	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	2.4	0.0	0.0	0.0	0.0	0.0	24.6	0.0	0.0	0.0	0.0	5.4	0.0
Wallingford Town Centre	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
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	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
Zone 7 Sub Total	2.8	0.0	0.0	0.0	0.0	0.6	27.7	0.0	0.0	0.0	0.0	5.4	0.0
Zone 8													
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	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
Hare Hatch Sheepslands, London Road, Hare Hatch, Reading, RG10 9HW	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
Lidl, Headley Road, Woodley, Reading RG5 4JA	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
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	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
Sheepslands, London Road, Hare Hatch, Reading, RG10 9HW	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
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	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
Travis Perkins, Headley Park, Woodley, RG5 4SW	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
Twyford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Waitrose, London Road, Twyford, Reading, RG10 9EH	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
Wargrave	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
Woodlands Park, Maidenhead	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
Woodley	1.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	7.0	0.0	0.0	0.0
Zone 8 Sub Total	1.2	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	7.0	0.0	0.0	0.0
Zone 9													
Henley-on-Thames	3.4	0.0	0.0	0.0	0.0	0.0	0.0	9.0	45.0	12.8	0.0	0.0	0.0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	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
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	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
Zone 9 Sub Total	3.4	0.0	0.0	0.0	0.0	0.0	0.0	9.0	45.0	12.8	0.0	0.0	0.0

Destination	Total Toys (%)	Zone 1 Toys (%)	Zone 2 Toys (%)	Zone 3 Toys (%)	Zone 4 Toys (%)	Zone 5 Toys (%)	Zone 6 Toys (%)	Zone 7 Toys (%)	Zone 8 Toys (%)	Zone 9 Toys (%)	Zone 10 Toys (%)	Zone 11 Toys (%)	Zone 12 Toys (%)	Zone 13 Toys (%)
Study Area														
Aldi, Bath Road, Calcot, Reading RG30 2HB	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
Aldi, Birch Hill Rd, Bracknell RG12 7DE	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
Aldi, Botley Road, Oxford OX2 0HA	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
Aldi, Cambridge St, Aylesbury HP20 1BT	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
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	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
Aldi, Drove Road, Swindon SN1 3AD	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
Aldi, Hobley Drive, Swindon SN3 4NS	0.1	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, London Road, Earley, Reading RG6 1LA	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
Aldi, London Road, Newbury RG14 1LA	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
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	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
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	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
Aldi, Rimington Way, Aylesbury HP19 8AW	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
Aldi, Romsey Street, Swindon SN2 2AS	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
Aldi, Shaw Road, Swindon SN5 7EZ	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
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	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
Aldi, Vastern Court, Reading RG1 8AL	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
Aldi, Winklebury Way, Basingstoke RG23 8BB	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
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	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
Asda, Chalfont Way, Lower Earley, Earley, Reading RG6 5TT	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
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0	0.0
Asda, Mandeville Road, Aylesbury HP21 8BD	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
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	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
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	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
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	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
Aylesbury Shopping Park, Shopping Park, Cambridge Ct, Aylesbury HP20 1DG (Curry's, HomeSense, E Aylesbury Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.0	32.7
B&Q, Great Western Way, Swindon SN2 2DJ	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
B&Q, London Road, High Wycombe, HP11 1EZ	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
B&Q, London Road, Newbury, RG14 2BP	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
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	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
B&Q, Thorney Leys Park, Witney, OX28 4GF	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
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	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
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	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
Banbury	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
Banbury Cross Retail Park, Banbury	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
Basingstoke Town Centre	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
Bath	0.1	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaconsfield	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bicester Town Centre	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
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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
Birmingham	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
Blackbird Leys Local Centre	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
Blackpool	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
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	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
Botley Local Centre	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
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	5.4	15.2	4.2	40.6	6.9	7.3	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bourne End	0.1	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bournemouth	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
Bracknell	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0

Destination	Total Toys (%)	Zone 1 Toys (%)	Zone 2 Toys (%)	Zone 3 Toys (%)	Zone 4 Toys (%)	Zone 5 Toys (%)	Zone 6 Toys (%)	Zone 7 Toys (%)	Zone 8 Toys (%)	Zone 9 Toys (%)	Zone 10 Toys (%)	Zone 11 Toys (%)	Zone 12 Toys (%)	Zone 13 Toys (%)
Study Area														
Hastings	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
Heathrow Airport, London	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
Hemel Hempstead	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
Hempston	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0
Hereford	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
Heritage Village Centre	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
High Wycombe Town Centre	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	2.8	29.9	0.0	5.0
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Misenden, HP16 0HU	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
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	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
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	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
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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
Homebase, Horspath Driftway, Oxford, OX3 7JN	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
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	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
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4IQ	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
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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
Homebase, Stafferton Way, Maidenhead, SL6 1AY	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
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	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
Ikea, Drury Way, North Circular Road, London, NW10 0TH	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
Ikea, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 10B	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
IKEA, Pincents Kin Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	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
John Lewis, Broad Street, Reading, RG1 2BB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
John Lewis, Holmers Farm Way Cresser Centre, High Wycombe, HP12 4NW	0.2	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
John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	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
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	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
Kidlington	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
Launton Road Retail Park, Launton Road, Bicester, OX26 4IQ	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
Leckford Estate, Stockbridge, SO20 6EH	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
Leekes, Beanacre Road, Melksham, SN12 8AG	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
Leicester	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
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	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
Lidl, Barnfield Road, Swindon SN2 2DJ	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
Lidl, Basingstoke Road, Reading RG2 0SJ	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
Lidl, Bath Road, Calcot, Reading RG30 2HB	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
Lidl, Bright Street, Swindon SN2 8DA	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
Lidl, Gastons Wood, Basingstoke RG24 8TW	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
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	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
Lidl, London Road, Newbury RG14 2BX	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
Lidl, Needlepin Way, Buckingham, MK18 7RB	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
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	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
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Lidl, Oxford Road, Reading RG30 1AS	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
Lidl, Pinchington Lane, Newbury RG14 7HU	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
Lidl, Stafferton Way, Maidenhead SL6 1AY	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
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	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
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	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
Lidl, Worting Road, Basingstoke RG22 6PE	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
London City Centre	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
London Road Retail Park, Newbury, RG14 2BP	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
Long Hanborough	0.1	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	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
Loudwater Retail Park, High Wycombe, HP10 9QR	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
Madejski Stadium, Reading	0.7	0.0	0.0	0.0	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.1	0.0	0.0	0.0	0.0	0.0
Maidenhead Town Centre	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.7	5.6	7.0	0.0	0.0	0.0

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Study Area	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)	Toy's (%)
Wickes, Gipsy Lane, Swindon, SN2 8DH	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
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	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
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	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
Winchester	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
Windsor	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	1.4	0.0	0.0	0.0
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	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
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	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
Winterhill Retail Park, Bletchley, MK6 1BN	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Witney	0.3	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
Wokingham	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
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	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
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	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
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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
Yarnton Village	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
Yattendon Village	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	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
Others	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
Other	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
Outside Catchment Area Sub-Total	55.1	43.1	29.4	65.3	73.2	39.1	10.7	55.3	73.9	52.3	66.0	68.8	74.3	87.3
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived from NEMS household survey

Destination	Total Toys (£m)	Zone 1 Toys (£m)	Zone 2 Toys (£m)	Zone 3 Toys (£m)	Zone 4 Toys (£m)	Zone 5 Toys (£m)	Zone 6 Toys (£m)	Zone 7 Toys (£m)	Zone 8 Toys (£m)	Zone 9 Toys (£m)	Zone 10 Toys (£m)	Zone 11 Toys (£m)	Zone 12 Toys (£m)	Zone 13 Toys (£m)
Study Area														
Hampton Court, Richmond	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
Hargroves Cycles, Penzance Drive, Swindon, SN5 7RX	1.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hastings	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
Heathrow Airport, London	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
Hemel Hempstead	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
Hempton	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Hereford	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
Hermitage Village Centre	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
High Wycombe Town Centre	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	7.9	0.0	1.3
Hildreths Garden Centre, Wycombe Road, Prestwood, Great Missenden, HP16 0HJ	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
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	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
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	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
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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
Homebase, Horspath Driftway, Oxford, OX3 7JN	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
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	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
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4IQ	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
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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
Homebase, Stafferton Way, Maidenhead, SL6 1AY	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
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	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
Ikea, Drury Way, North Circular Road, London, NW10 0TH	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
Ikea, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	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
IKEA, Pincents Klin Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	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
John Lewis, Broad Street, Reading, RG1 2BB	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
John Lewis, Holmers Farm Way Cressex Centre, High Wycombe, HP12 4NW	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	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
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	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
Kidlington	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
Launton Road Retail Park, Launton Road, Bicester, OX26 4IQ	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
Leckford Estate, Stockbridge, SO20 6EH	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
Leekes, Beane Road, Melksham, SN12 8AG	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
Leicester	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
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	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
Lidl, Barnfield Road, Swindon SN2 2DJ	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
Lidl, Basingstoke Road, Reading RG2 0SJ	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
Lidl, Bath Road, Calcot, Reading RG30 2HB	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
Lidl, Bright Street, Swindon SN2 8DA	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
Lidl, Gastons Wood, Basingstoke RG24 8TW	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
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	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
Lidl, London Road, Newbury RG14 2BX	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
Lidl, Needlepin Way, Buckingham, MK18 7RB	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
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	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
Lidl, Oakfield Road, Aylesbury HP20 1GD	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Lidl, Oxford Road, Reading RG30 1AS	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
Lidl, Pinchington Lane, Newbury RG14 7HU	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
Lidl, Stafferton Way, Maidenhead SL6 1AY	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
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	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
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	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
Lidl, Worthing Road, Basingstoke RG22 6PE	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
London City Centre	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
London Road Retail Park, Newbury, RG14 2BP	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
Long Hanborough	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	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
Loudwater Retail Park, High Wycombe, HP10 9QR	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
Madejski Stadium, Reading	1.9	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Study Area	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)	Toys (£m)
Wickes, Botley Road, Oxford, OX2 0HA	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
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	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
Wickes, Gipsy Lane, Swindon, SN2 8DH	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
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	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
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	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
Winchester	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
Windsor	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.3	0.0	0.0	0.0
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	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
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	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
Winterhill Retail Park, Bletchley, MK6 1BN	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
Witney	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wokingham	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
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	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
Wyeale Garden Centre, Bath Road, Hungerford, RG17 0HE	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
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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
Yarnton Village	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
Yattendon Village	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	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
Others	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
Other	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
Outside Catchment Area Sub-Total	151.25	3.63	3.70	11.75	14.34	9.34	1.82	13.81	25.60	2.94	11.83	18.27	12.10	22.13
Grand Total	250.72	8.41	12.60	18.00	19.57	23.87	16.90	25.00	34.64	5.62	17.91	26.57	16.29	25.35

Notes:
a. Market shares derived from NEMS household survey
b. Available expenditure derived from Table 8

Destination	Total Health (%)	Zone 1 Health (%)	Zone 2 Health (%)	Zone 3 Health (%)	Zone 4 Health (%)	Zone 5 Health (%)	Zone 6 Health (%)	Zone 7 Health (%)	Zone 8 Health (%)	Zone 9 Health (%)	Zone 10 Health (%)	Zone 11 Health (%)	Zone 12 Health (%)	Zone 13 Health (%)
Study Area														
Lambourn	0.2	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Limbrough Road, Wantage, OX12 9AJ	0.8	0.0	0.0	0.0	1.9	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wantage Town Centre	5.5	0.0	0.0	0.0	6.9	54.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Sub Total	6.5	0.0	0.0	0.0	8.7	63.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.3	0.0	0.0	0.0	0.0	1.7	0.8	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Didcot Town Centre	8.0	0.0	10.8	1.9	0.0	10.1	63.9	7.7	1.5	0.0	0.0	0.0	5.4	0.0
East Hagourne	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
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	0.2	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Sainsbury's, Central Drive, Didcot, OX11 7ND	2.2	0.0	0.0	0.0	0.0	4.4	15.4	6.4	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	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
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	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
Screwfix, Trident Business Park, Didcot, OX11 7HJ	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
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	1.5	0.0	0.0	0.0	0.0	0.8	11.0	5.3	0.0	0.0	0.0	0.5	0.7	0.0
The Orchard Centre, Didcot, OX11 7LG	0.3	0.0	0.5	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	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
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	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
Zone 6 Sub Total	12.5	0.0	13.7	1.9	0.0	17.0	95.1	19.3	1.5	0.0	0.0	0.5	8.3	0.0
Zone 7														
Benson	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Brightwell Village	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
Cholsey Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	1.3	0.0	0.0	0.0
Goring Village	0.4	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	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
Lidl, Lupton Road, Wallingford, OX10 9BS	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
Pangbourne	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 OPT	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
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	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
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 8BE	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
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.6	0.0	0.0	0.0
Wallingford Town Centre	5.1	0.0	1.0	0.0	0.0	0.0	0.0	47.1	0.0	0.0	0.6	0.0	15.7	0.0
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	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
Zone 7 Sub Total	6.2	0.0	1.0	0.0	0.0	0.0	0.0	59.6	0.0	0.0	2.5	0.0	15.7	0.0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	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
Hare Hatch Sheepslands, London Road, Hare Hatch, Reading, RG10 9HW	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
Lidl, Headley Road, Woodley, Reading RG5 4JA	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
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	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
Sheepslands, London Road, Hare Hatch, Reading, RG10 9HW	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
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	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
Travis Perkins, Headley Park, Woodley, RG5 4SW	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
Twyford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Wairgrave	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Woodlands Park, Maidenhead	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
Woodley	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.1	0.0	0.0	0.0	0.0	0.0
Zone 8 Sub Total	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.1	0.0	0.0	0.0	0.0	0.0
Zone 9														
Henley-on-Thames	4.8	0.0	0.0	0.0	0.0	0.0	0.0	2.3	6.7	79.7	22.1	0.0	0.0	0.0

Destination	Total Health (%)	Zone 1 Health (%)	Zone 2 Health (%)	Zone 3 Health (%)	Zone 4 Health (%)	Zone 5 Health (%)	Zone 6 Health (%)	Zone 7 Health (%)	Zone 8 Health (%)	Zone 9 Health (%)	Zone 10 Health (%)	Zone 11 Health (%)	Zone 12 Health (%)	Zone 13 Health (%)
Study Area														
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	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
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.6	0.0	0.0	0.0	0.0
Zone 9 Sub Total	4.9	0.0	0.0	0.0	0.0	0.0	0.0	2.3	7.2	81.2	22.1	0.0	0.0	0.0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	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
Marlow	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	14.1	2.2	0.0	0.0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	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
Sunning Common	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.0	0.0	0.0	0.0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	17.3	5.6	0.0	0.0	0.0
Trio Flooring, Westfield Farm Medmenham Nr, Marlow, SL7 2HE	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
Zone 10 Sub Total	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	17.3	42.7	2.2	0.0	0.0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	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
Chinnor	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0
Hughenden Manor, Hughenden, HP14 4LA	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
Longwick Village	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
Princes Risborough	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.9	0.0	0.4
Stokenchurch	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0
Studley Green	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
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.6	0.0	2.1
Watlington	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0
Zone 11 Sub Total	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	45.0	0.0	2.5
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Asda, London Road, Wheatley, Oxford OX33 1VZ	0.7	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.4
Berrinsfield Village	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Chalgrove	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0
Dorchester Village Centre	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
Garsington Village	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
Headington Local Centre	0.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	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
Notcuts Garden Centre, Oxford, OX44 9PY	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
Stadhampton Village Centre	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
Waterperry	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
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	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
Wheatley Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1	0.0
Zone 12 Sub Total	1.6	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.5	0.4
Zone 13														
Haddenham	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	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
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Sainsbury's, High Street, Thame OX9 2BU	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7
Screwfix, Jefferson Way, Thame, OX9 3SZ	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
Thame	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9	2.1	37.9
Waddesdon Village	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	0.4
Waitrose, Greyhound Lane, Thame, OX9 3ZD	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.7	0.4
Zone 13 Sub Total	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.5	2.8	55.9
Inside Catchment Area Sub-Total	68.9	91.0	94.2	60.0	77.4	93.4	99.6	81.2	28.2	98.5	67.3	62.3	48.0	58.8

Destination	Total Health (%)	Zone 1 Health (%)	Zone 2 Health (%)	Zone 3 Health (%)	Zone 4 Health (%)	Zone 5 Health (%)	Zone 6 Health (%)	Zone 7 Health (%)	Zone 8 Health (%)	Zone 9 Health (%)	Zone 10 Health (%)	Zone 11 Health (%)	Zone 12 Health (%)	Zone 13 Health (%)
Study Area														
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	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
Wickes, Botley Road, Oxford, OX2 0HA	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
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	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
Wickes, Gipsy Lane, Swindon, SN2 8DH	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
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	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
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	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
Winchester	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
Windsor	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
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	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
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	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
Winterhill Retail Park, Bletchley, MK6 1BN	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
Witney	0.3	0.0	0.0	0.6	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wokingham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	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
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	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
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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
Yarnton Village	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
Yattendon Village	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
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	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
Others	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
Other	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
Outside Catchment Area Sub-Total	31.1	9.0	5.8	40.0	22.6	6.6	0.4	18.8	71.8	1.5	32.7	37.7	52.0	41.2
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from NEMS household survey

Destination	Total Health (£m)	Zone 1 Health (£m)	Zone 2 Health (£m)	Zone 3 Health (£m)	Zone 4 Health (£m)	Zone 5 Health (£m)	Zone 6 Health (£m)	Zone 7 Health (£m)	Zone 8 Health (£m)	Zone 9 Health (£m)	Zone 10 Health (£m)	Zone 11 Health (£m)	Zone 12 Health (£m)	Zone 13 Health (£m)
Study Area														
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Zone 9 Sub Total	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.0	4.1	2.9	0.0	0.0	0.0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	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
Marlow	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.9	0.4	0.0	0.0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	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
Sonning Common	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	0.7	0.0	0.0	0.0
Trio Flooring, Westfield Farm Medmenham Nr., Marlow, SL7 2HE	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
Zone 10 Sub Total	7.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.9	5.6	0.4	0.0	0.0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	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
Chinnor	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Hughenden Manor, Hughenden, HP14 4LA	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
Longwick Village	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
Princes Risborough	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.1
Stokenchurch	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Studley Green	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
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.4
Watlington	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Zone 11 Sub Total	8.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0	0.4
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Asda, London Road, Wheatley, Oxford OX33 1VZ	1.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berrinsfield Village	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Chalgrove	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Dorchester Village Centre	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
Garsington Village	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
Headington Local Centre	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	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
Notcuts Garden Centre, Oxford, OX44 9PY	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
Stadhampton Village Centre	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
Waterperry	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
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	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
Wheatley Village Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Zone 12 Sub Total	2.8	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.1
Zone 13														
Haddenham	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	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
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	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
Sainsbury's, High Street, Thame OX9 2BU	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.4
Screwfix, Jefferson Way, Thame, OX9 3SZ	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
Thame	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.2	6.6
Waddesdon Village	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Waitrose, Greyhound Lane, Thame, OX9 3ZD	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1
Zone 13 Sub Total	12.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.3	9.8
Inside Catchment Area Sub-Total	125.5	7.0	9.4	8.0	9.1	15.4	14.0	14.0	7.8	5.0	8.9	11.0	5.5	10.3
Outside Catchment Area														

Destination	Total Health (£m)	Zone 1 Health (£m)	Zone 2 Health (£m)	Zone 3 Health (£m)	Zone 4 Health (£m)	Zone 5 Health (£m)	Zone 6 Health (£m)	Zone 7 Health (£m)	Zone 8 Health (£m)	Zone 9 Health (£m)	Zone 10 Health (£m)	Zone 11 Health (£m)	Zone 12 Health (£m)	Zone 13 Health (£m)
Study Area														
Wickes, Botley Road, Oxford, OX2 0HA	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
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	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
Wickes, Gipsy Lane, Swindon, SN2 8DH	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
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	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
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	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
Winchester	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
Windsor	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
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	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
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	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
Winterhill Retail Park, Bletchley, MK6 1BN	0.4	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Witney	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Wokingham	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
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	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
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	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
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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
Yarnton Village	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
Yattendon Village	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
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	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
Others	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
Other	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
Outside Catchment Area Sub-Total	57.72	0.69	0.58	5.34	2.67	1.09	0.05	3.25	19.84	0.08	4.31	6.65	5.96	7.21
Grand Total	183.21	7.67	9.98	13.37	11.78	16.53	14.08	17.28	27.64	5.08	13.17	17.66	11.46	17.50

Notes:
a. Market shares derived from NEMS household survey
b. Available expenditure derived from Table 8

2021 Prices

Destination	Total Elec (%)	Zone 1 Elec (%)	Zone 2 Elec (%)	Zone 3 Elec (%)	Zone 4 Elec (%)	Zone 5 Elec (%)	Zone 6 Elec (%)	Zone 7 Elec (%)	Zone 8 Elec (%)	Zone 9 Elec (%)	Zone 10 Elec (%)	Zone 11 Elec (%)	Zone 12 Elec (%)	Zone 13 Elec (%)
Study Area														
Zone 5 Sub Total	6.3	0.0	5.8	1.2	7.1	44.5	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	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
Asda, Greenwood Way, Harwell, Didcot, OX11 6GD	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
Didcot Town Centre	8.7	12.1	17.7	0.0	0.0	13.7	42.5	17.5	0.0	1.7	0.0	0.0	1.6	0.0
East Hagourne	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
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	1.0	5.9	5.9	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	1.1	0.0	0.0
Sainsbury's, Central Drive, Didcot, OX11 7ND	0.5	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LJ	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
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	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
Screwfix, Trident Business Park, Didcot, OX11 7HJ	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
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Orchard Centre, Didcot, OX11 7LG	7.5	10.8	14.2	3.6	0.0	8.4	32.5	16.8	0.0	0.0	0.0	0.0	7.9	0.0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	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
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	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
Zone 6 Sub Total	17.7	28.7	37.8	3.6	0.0	22.1	80.5	38.0	0.0	1.7	0.0	1.1	9.5	0.0
Zone 7														
Benson	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
Brightwell Village	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
Cholsey Village Centre	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
Goring Village	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, Trademarc, Lupton Road, Wallingford, OX10 9BS	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
Lidl, Lupton Road, Wallingford, OX10 9BS	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
Pangbourne	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 0PT	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
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	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
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, St Martin's Street, Wallingford, OX10 0EF	0.5	0.0	0.0	0.0	0.0	0.0	0.6	4.8	0.0	0.0	0.0	0.0	0.0	0.0
Wallingford Town Centre	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
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	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
Zone 7 Sub Total	1.0	0.0	0.0	0.0	0.0	0.0	0.6	10.7	0.0	0.0	0.0	0.0	0.0	0.0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	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
Hare Hatch Sheepslands, London Road, Hare Hatch, Reading, RG10 9HW	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
Lidl, Headley Road, Woodley, Reading RG5 4JA	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
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Sheepslands, London Road, Hare Hatch, Reading, RG10 9HW	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
Toad Hall Garden Centre, Marlow Road, Fawley, Henley-on-Thames, RG9 3AG	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
Travis Perkins, Headley Park, Woodley, RG5 4SW	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
Twyford	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
Waitrose, London Road, Twyford, Reading, RG10 9EH	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
Wargrave	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
Woodlands Park, Maidenhead	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
Woodley	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0
Zone 8 Sub Total	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	0.0	0.0	0.0	0.0	0.0
Zone 9														
Henley-on-Thames	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	36.2	0.0	0.0	0.0	0.0
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	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
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	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
Zone 9 Sub Total	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	36.2	0.0	0.0	0.0	0.0

Destination	Total Elec (%)	Zone 1 Elec (%)	Zone 2 Elec (%)	Zone 3 Elec (%)	Zone 4 Elec (%)	Zone 5 Elec (%)	Zone 6 Elec (%)	Zone 7 Elec (%)	Zone 8 Elec (%)	Zone 9 Elec (%)	Zone 10 Elec (%)	Zone 11 Elec (%)	Zone 12 Elec (%)	Zone 13 Elec (%)
Study Area														
Hastings	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
Heathrow Airport, London	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
Hemel Hempstead	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
Hempston	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
Hereford	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
Heritage Village Centre	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
High Wycombe Town Centre	12.2	0.0	1.0	0.0	0.0	0.0	0.6	1.2	17.5	11.9	18.1	65.9	4.9	21.4
Hilbreths Garden Centre, Wycombe Road, Prestwood, Great Misenden, HP16 0HU	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
Hillier Garden Centre, Priors Court Road, Hermitage, Thatcham, RG18 9TG	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
Hillier Garden Centre, Pump Lane, Marlow, SL7 3RB	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
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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
Homebase, Horspath Driftway, Oxford, OX3 7JN	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
Homebase, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR	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
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	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
Homebase, Snowdon Drive, Milton Keynes, MK6 1AP	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
Homebase, Stafferton Way, Maidenhead, SL6 1AY	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
Howdens, Horspath Industrial Estate, Oxford, OX4 2RD	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
Ikea, Drury Way, North Circular Road, London, NW10 0TH	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
Ikea, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 10B	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
IKEA, Pincents Klin Industrial Park, Pincents Ln, Theale, Reading RG31 7SD	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
John Lewis, Broad Street, Reading, RG1 2BB	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	3.9	0.0	0.0	0.0
John Lewis, Holmers Farm Way Cresser Centre, High Wycombe, HP12 4NW	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	13.8	1.3	3.3	0.0	0.0
John Lewis, Marlborough Gate, Milton Keynes, MK9 3EP	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
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	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
Kidlington	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
Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	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
Leckford Estate, Stockbridge, SO20 6EH	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
Leekes, Beanacre Road, Melksham, SN12 8AG	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
Leicester	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Lidl, Aylesbury Shopping Park, Cambridge Street, Aylesbury HP20 1DG	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
Lidl, Barnfield Road, Swindon SN2 2DJ	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
Lidl, Basingstoke Road, Reading RG2 0SJ	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
Lidl, Bath Road, Calcot, Reading RG30 2HB	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
Lidl, Bright Street, Swindon SN2 8DA	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
Lidl, Gastons Wood, Basingstoke RG24 8TW	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
Lidl, Greenbridge Retail Park, Garrard Way, Swindon SN3 3SG	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
Lidl, London Road, Newbury RG14 2BX	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
Lidl, Needlepin Way, Buckingham, MK18 7RB	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
Lidl, North Swindon District Centre, Thamesdown Drive, Swindon SN25 4AN	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
Lidl, Oakfield Road, Aylesbury HP20 1GD	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
Lidl, Oxford Road, Reading RG30 1AS	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
Lidl, Pinchington Lane, Newbury RG14 7HU	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
Lidl, Stafferton Way, Maidenhead SL6 1AY	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
Lidl, Warren Retail Park, Wallop Drive Hatch, Basingstoke RG22 4TT	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
Lidl, Watlington Road, Cowley, Oxford, OX4 6NF	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0
Lidl, Worting Road, Basingstoke RG22 6PE	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
London City Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.9
London Road Retail Park, Newbury, RG14 2BP	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
Long Hanborough	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
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	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
Loudwater Retail Park, High Wycombe, HP10 9QR	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
Madejski Stadium, Reading	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
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Maidenhead Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0

Destination	Total Elec (%)	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13							
		Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)	Elec (%)					
Study Area																																	
Wickes, Gipsy Lane, Swindon, SN2 8DH	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	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			
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Winchester	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Windsor	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Winterhill Retail Park, Bletchley, MK6 1BN	0.4	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.0	
Witney	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Wokingham	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	0.0	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
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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	0.0	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	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	0.0	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
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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	0.0	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
Yarnton Village	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	0.0	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
Yattendon Village	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	0.0	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
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	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	0.0	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
Others	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	0.0	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
Other	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	0.0	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
Outside Catchment Area Sub-Total	67.2	49.2	48.4	78.5	89.9	32.7	11.3	50.0	93.8	62.1	100.0	88.0	76.0	88.4	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived from NEMS household survey

Destination	Total Elec (£m)	Zone 1 Elec (£m)	Zone 2 Elec (£m)	Zone 3 Elec (£m)	Zone 4 Elec (£m)	Zone 5 Elec (£m)	Zone 6 Elec (£m)	Zone 7 Elec (£m)	Zone 8 Elec (£m)	Zone 9 Elec (£m)	Zone 10 Elec (£m)	Zone 11 Elec (£m)	Zone 12 Elec (£m)	Zone 13 Elec (£m)
Study Area														
Wickes, Botley Road, Oxford, OX2 0HA	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
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	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
Wickes, Gypsy Lane, Swindon, SN2 8DH	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
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	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
Winchester	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
Windsor	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
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	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
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	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
Winterhill Retail Park, Bletchley, MK6 1BN	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Witney	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
Wokingham	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
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.3	0.0	0.0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	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
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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
Yarnton Village	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
Yattendon Village	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
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	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
Others	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
Other	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
Outside Catchment Area Sub-Total	170.85	4.78	6.48	14.43	13.21	6.93	1.89	11.61	36.03	4.42	18.67	20.81	11.17	20.40
Grand Total	243.00	9.73	13.38	18.38	14.69	21.21	16.76	23.21	38.43	7.12	18.67	23.65	14.70	23.09

Notes:
a. Market shares derived from NEMS household survey
b. Available expenditure derived from Table 8

2021 Prices

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)
Study Area														
Lambourn	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
Sainsbury's, Limborough Road, Wantage, OX12 9AJ	0.1	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wantage Town Centre	2.3	0.0	0.0	0.7	2.2	21.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Sub Total	5.9	2.6	4.3	1.4	10.4	43.2	3.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Zone 6														
Aldi, Broadway, Didcot, OX11 8ET	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Greenwood Way, Harwell, Didcot, OX11 16GD	0.2	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Didcot Town Centre	4.1	0.6	1.9	0.0	0.0	2.6	28.0	12.5	0.6	0.0	1.4	0.0	0.0	0.0
East Hagourne	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
Hadden Hill Retail Park, Hadden Hill, Didcot OX11 9DA (B&M, Halfords, Carpetright)	1.8	0.6	0.0	0.0	0.0	4.4	13.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Central Drive, Didcot, OX11 7ND	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
Sainsbury's, Orchard Centre, Station Road, Didcot, OX11 7LL	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
Savages, The Nurseries, London Road, Blewbury, Didcot, OX11 9HB	0.3	0.0	0.0	0.0	0.0	0.0	2.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Trident Business Park, Didcot, OX11 7HJ	1.1	0.0	1.3	0.0	0.0	3.2	7.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Wallingford Road, North Moreton, Didcot, OX11 9BZ	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
The Orchard Centre, Didcot, OX11 7LG	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trident Business Park, Basil Hill Road, Didcot, OX11 7HJ	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
Wallingford Road Retail Park, Wallingford Road, Didcot, OX11 9BF	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 Sub Total	7.6	1.3	3.3	0.0	0.0	10.2	55.2	16.9	0.6	0.0	1.4	0.0	0.0	0.0
Zone 7														
Benson	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
Brightwell Village	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
Cholsey Village Centre	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
Goring Village	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.6	0.0	0.0	0.0	0.0	0.0
Howdens, Trademarq, Lupton Road, Wallingford, OX10 9BS	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
Lidl, Lupton Road, Wallingford, OX10 9BS	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Pangbourne	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Root One Garden Centre, High Road, Brightwell-cum-Sotwell, Wallingford, OX10 OPT	2.5	0.0	1.2	0.0	0.0	0.0	4.5	21.4	0.0	0.0	0.0	0.0	1.0	0.0
Screwfix, Verda Park, Hithercroft Road, Wallingford, Oxford, OX10 9TA	0.1	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Springs Resort & Golf Club, Wallingford Road, North Stoke, Wallingford, OX10 6BE	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
Waitrose, St Martin's Street, Wallingford, OX10 0EF	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
Wallingford Town Centre	2.3	0.0	0.0	0.0	0.0	0.0	1.3	20.5	0.0	1.1	0.0	0.0	3.1	0.0
Woodcote Garden Centre, Reading Road, Reading, RG8 0QX	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	1.4	0.0	0.0	0.0
Zone 7 Sub Total	5.5	0.0	2.6	0.0	0.0	0.0	6.2	45.5	0.6	1.1	2.0	0.0	4.1	0.0
Zone 8														
Dobbies Garden Centre, Floral Mile, Twyford, Hare Hatch, Reading, RG10 9SW	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0
Hare Hatch Sheepslands, London Road, Hare Hatch, Reading, RG10 9HW	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1	0.0	0.0	0.0	0.0
Lidl, Headley Road, Woodley, Reading RG5 4JA	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
Screwfix, Headley Road East, Woodley, Reading, RG5 4SW	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sheepslands, London Road, Hare Hatch, Reading, RG10 9HW	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Toad Hall Garden Centre, Marlrow Road, Fawley, Henley-on-Thames, RG9 3AG	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	23.6	0.0	0.0	0.0	0.0
Travis Perkins, Headley Park, Woodley, RG5 4SW	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0
Twyford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Waltrose, London Road, Twyford, Reading, RG10 9EH	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
Wairgrave	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
Woodlands Park, Maidenhead	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
Woodley	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Zone 8 Sub Total	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.8	24.7	12.2	0.0	0.0	0.0
Zone 9														
Henley-on-Thames	2.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.7	38.6	5.9	0.0	0.0	3.5

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)
Study Area														
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	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
Zone 9 Sub Total	2.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.7	39.7	5.9	0.0	0.0	3.5
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	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
Marlow	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.6	0.0	0.0	0.0
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	5.8	0.0	0.0	0.0
Somming Common	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	3.6	0.0	0.0	0.0
Trio Flooring, Westfield Farm Medmenham Nr, Marlow, SL7 2HE	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
Zone 10 Sub Total	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	6.5	13.3	0.0	0.0	0.0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0
Chinnor	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
Hughenden Manor, Hughenden, HP14 4LA	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
Longwick Village	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0
Princes Risborough	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.0	0.6
Stokenchurch	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Studley Green	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	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
Watlington	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
Zone 11 Sub Total	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.2	0.0	0.6
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	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
Asda, London Road, Wheatley, Oxford OX33 1VZ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Berrinsfield Village	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
Chalgrove	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
Dorchester Village Centre	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
Garsington Village	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
Headington Local Centre	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
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0
Notcuts Garden Centre, Oxford, OX44 9PY	2.3	0.6	5.8	0.7	0.0	0.0	2.1	4.6	0.0	0.0	1.4	0.8	19.1	0.0
Stadhampton Village Centre	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
Waterperry	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0
Wheatley Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Zone 12 Sub Total	2.8	0.6	5.8	0.7	0.0	0.0	2.1	4.6	0.0	0.0	1.4	0.8	27.2	1.2
Zone 13														
Haddenham	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.9	1.0	18.4
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	5.1
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	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
Sainsbury's, High Street, Thame OX9 2BU	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
Screwfix, Jefferson Way, Thame, OX9 3SZ	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	3.1
Thame	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3	1.0	7.8
Waddesdon Village	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
Waitrose, Greyhound Lane, Thame, OX9 3ZD	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
Zone 13 Sub Total	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.8	2.0	34.4
Inside Catchment Area Sub-Total	57.7	96.2	93.7	53.7	40.3	81.4	97.1	81.5	22.0	71.9	36.1	43.7	51.5	39.7

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	
	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	
Study Area															
Outside Catchment Area															
Aldi, Baker Street, High Wycombe, HP11 2RX	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	
Aldi, Basingstoke Road, Reading RG2 0NT	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	
Aldi, Bath Road, Calcot, Reading RG30 2HB	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	
Aldi, Birch Hill Rd, Bracknell RG12 7DE	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	
Aldi, Botley Road, Oxford OX2 0HA	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	
Aldi, Cambridge St, Aylesbury HP20 1BT	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	
Aldi, Coped Hill Business Park, Royal Wootton Bassett, Swindon SN4 8ES	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	
Aldi, Drove Road, Swindon SN1 3AD	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	
Aldi, Hobbly Drive, Swindon SN3 4NS	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	
Aldi, London Road, Earley, Reading RG6 1LA	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	
Aldi, London Road, Newbury RG14 1LA	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	
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	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	
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	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	
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
Aldi, Romsey Street, Swindon SN2 2AS	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	
Aldi, Shaw Road, Swindon SN5 7EZ	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	
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	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	
Aldi, Vastern Court, Reading RG1 8AL	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	
Aldi, Winklesbury Way, Basingstoke RG23 8BB	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	
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	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	
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	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	
Asda, Chalfont Way, Lower Earley, Earley, Reading RG6 5TT	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	
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	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	
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	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	
Asda, Mandeville Road, Aylesbury HP21 8BD	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	
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	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	
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	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	
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.2	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	
Aylesbury Shopping Park, Shopping Park, Cambridge Ct, Aylesbury HP20 1DG (Currys, Homesense, E Aylesbury Town Centre	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.3	0.0	3.1	
B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	
B&Q, Great Western Way, Swindon SN2 2DJ	0.9	0.0	0.0	0.0	11.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
B&Q, London Road, High Wycombe, HP11 1EZ	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	2.3	0.0	0.0	
B&Q, London Road, Newbury, RG14 2BP	0.5	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	11.1	
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.1	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.2	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9	
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.9	0.6	0.0	0.7	9.9	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Banbury	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	
Banbury Cross Retail Park, Banbury	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	
Basingstoke Town Centre	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	
Bath	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	
Beaconsfield	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	
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	
Bicester Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	
Birmingham	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	
Blackbird Leys Local Centre	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	
Blackpool	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	
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	
Botley Local Centre	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	
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Curry's, Dunelm)	2.4	0.0	0.0	18.4	1.5	2.3	0.0	0.6	0.0	0.0	0.0	0.0	11.9	0.0	

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)
Study Area														
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Wickes, Botley Road, Oxford, OX2 0HA	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
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.6	0.0	0.0	0.0	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	3.1	0.0	0.0	0.0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Winchester	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
Windsor	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
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Winterhill Retail Park, Bletchley, MK6 1BN	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
Witney	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
Wokingham	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
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	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
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.2	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.3	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yarnton Village	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yattendon Village	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
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	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
Others	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
Other	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
Outside Catchment Area Sub-Total	42.3	3.8	6.3	46.3	59.7	18.6	2.9	18.5	78.0	28.1	63.9	56.3	48.5	60.3
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from NEMS household survey

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)
Study Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	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
Aldi, Basingstoke Road, Reading RG2 0NT	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
Aldi, Bath Road, Calcot, Reading RG30 2HB	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
Aldi, Birch Hill Rd, Bracknell RG12 7DE	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
Aldi, Botley Road, Oxford OX2 0HA	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
Aldi, Cambridge St, Aylesbury, HP20 1BT	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
Aldi, Coped Hall Business Park, Royal Wootton Bassett, Swindon SN4 8ES	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
Aldi, Drove Road, Swindon SN1 3AD	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
Aldi, Hobbly Drive, Swindon SN3 4NS	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
Aldi, London Road, Earley, Reading RG6 1LA	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
Aldi, London Road, Newbury RG14 1LA	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
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	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
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7JN	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
Aldi, Rimmington Way, Aylesbury HP19 8AW	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Aldi, Romsey Street, Swindon SN2 2AS	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
Aldi, Shaw Road, Swindon SN5 7EZ	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
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	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
Aldi, Vastern Court, Reading RG1 8AL	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
Aldi, Winklebury Way, Basingstoke RG23 8BB	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
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	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
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	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
Asda, Chalfont Way, Lower Earley, Earley, Reading RG6 5TT	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
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	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
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	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
Asda, Mandeville Road, Aylesbury HP21 8BD	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
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	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
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	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
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Aylesbury Shopping Park, Shopping Park, Cambridge Ct, Aylesbury HP20 1DG (Currys, HomeSense, E Aylesbury Town Centre	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.4
B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0
B&Q, Great Western Way, Swindon SN2 2DJ	1.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, London Road, High Wycombe, HP11 1EZ	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0
B&Q, London Road, Newbury, RG14 2BP	0.7	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.6
B&Q, Thorney Leys Park, Witney, OX28 4GF	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	1.3	0.0	0.0	0.1	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Banbury	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
Banbury Cross Retail Park, Banbury	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
Basingstoke Town Centre	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
Bath	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
Beaconsfield	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
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bicester Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Birmingham	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
Blackbird Leys Local Centre	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
Blackpool	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
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Botley Local Centre	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
Botley Road Retail Park, Botley Rd, Oxford OX2 0HY (Currys, Dunelm)	3.7	0.0	0.0	2.0	0.2	0.3	0.0	0.1	0.0	0.0	0.0	0.0	1.2	0.0
Bourne End	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.0

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)
Study Area														
Wickes, Botley Road, Oxford, OX2 0HA	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
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	1.1	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
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.9	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Winchester	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
Windsor	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
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Winterhill Retail Park, Bletchley, MK6 1BN	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
Witney	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
Wokingham	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
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	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
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	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
Wyeale Garden Centre, Bath Road, Hungerford, RG17 0HE	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yarnton Village	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
Yattendon Village	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
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	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
Others	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
Other	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
Outside Catchment Area Sub-Total	65.22	0.20	0.47	5.03	6.58	2.56	0.27	2.76	16.70	1.07	7.27	8.79	4.74	8.79
Grand Total	149.29	5.14	7.53	10.86	11.03	13.78	9.49	14.91	21.40	3.79	11.38	15.61	9.78	14.58

Notes:
a. Market shares derived from NEMS household survey
b. Available expenditure derived from Table 8

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)
Study Area														
Treetops Nursery, Station Road, Henley-on-Thames, RG9 1DS	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
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	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
Zone 9 Sub Total	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	17.4	10.0	0.0	0.0	0.0
Zone 10														
Huntercombe Golf Club, Nuffield, Henley-on-Thames, RG9 5SL	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
Marlow	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
Playhatch Garden Centre, Henley Road, Play Hatch, Reading, RG4 9RD	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
Somming Common	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
Tesco Superstore, Reading Road, Henley-on-Thames RG9 4HA	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
Trio Flooring, Westfield Farm Medmenham Nr, Marlow, SL7 2HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Zone 10 Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Zone 11														
Capital Gardens, Studley Green, High Wycombe, HP14 3UX	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
Chinnor	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	0.0	0.0
Hughenden Manor, Hughenden, HP14 4LA	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
Longwick Village	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
Princes Risborough	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0
Stokenchurch	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
Studley Green	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
Tesco Superstore, Longwick Road, Princes Risborough, HP27 9TS	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
Watlington	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Zone 11 Sub Total	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.9	0.0	0.0
Zone 12														
Aisha Store, Thame Road, Warborough, Wallingford, OX10 7DD	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
Asda, London Road, Wheatley, Oxford OX33 1VZ	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
Berrinsfield Village	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
Chalgrove	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
Dorchester Village Centre	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
Garsington Village	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
Headington Local Centre	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
Mill View, Ladder Hill, Wheatley, Oxford, OX33 1HY	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
Notcuts Garden Centre, Oxford, OX44 9PY	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
Stadhampton Village Centre	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
Waterperry	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheatley Farm Shop, Old London Road, Wheatley, Oxford, OX33 1YW	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
Wheatley Village Centre	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
Zone 12 Sub Total	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 13														
Haddenham	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	1.9	22.2
Hartwell Nurseries, Ford Road, Stone, HP17 8RZ	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
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Sainsbury's, High Street, Thame OX9 2BU	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
Screwfix, Jefferson Way, Thame, OX9 3SZ	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
Thame	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Waddesdon Village	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
Waitrose, Greyhound Lane, Thame, OX9 3ZD	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
Zone 13 Sub Total	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	1.9	24.6
Inside Catchment Area Sub-Total	36.1	69.6	68.3	45.5	27.6	48.7	57.3	35.3	7.7	38.3	11.4	25.7	34.4	27.0

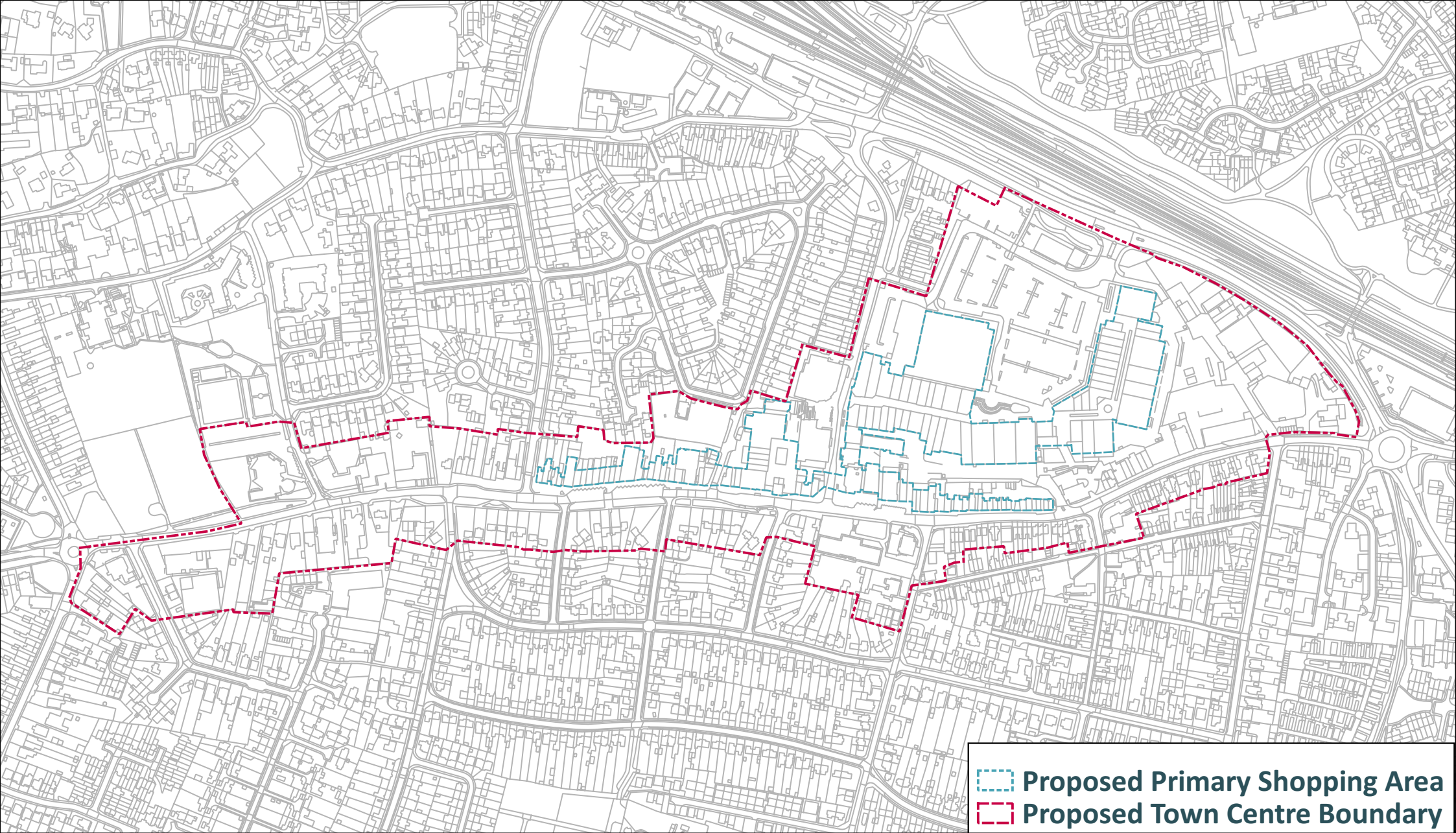
Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)
Study Area														
Outside Catchment Area														
Aldi, Baker Street, High Wycombe, HP11 2RX	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
Aldi, Basingstoke Road, Reading RG2 0MT	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
Aldi, Bath Road, Calcot, Reading RG30 2HB	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
Aldi, Birch Hill Rd, Bracknell RG12 7DE	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
Aldi, Botley Road, Oxford OX2 0HA	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
Aldi, Cambridge St, Aylesbury HP20 1BT	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
Aldi, Coped Hill Business Park, Royal Wootton Bassett, Swindon SN4 8ES	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
Aldi, Grove Road, Swindon SN1 3AD	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
Aldi, Hobbly Drive, Swindon SN3 4NS	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
Aldi, London Road, Earley, Reading RG6 1LA	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
Aldi, London Road, Newbury RG14 1LA	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
Aldi, N Latham Road, Blunsdon St Andrew, Swindon SN25 4DL	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
Aldi, Retail Park, Horspath Driftway, Headington, Oxford OX3 7IN	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
Aldi, Rimmington Way, Aylesbury HP19 8AW	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
Aldi, Romsey Street, Swindon SN2 2AS	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
Aldi, Shaw Road, Swindon SN5 7EZ	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
Aldi, St Michaels Rp, Basingstoke RG22 4AZ	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
Aldi, Vastern Court, Reading RG1 8AL	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
Aldi, Winklesbury Way, Basingstoke RG23 8BB	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
Angling Direct, Buckingham Avenue, Slough, SL1 4QA	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
Asda, Brighton Way, Brighton Hill, Basingstoke RG22 4DH	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
Asda, Chalfont Way, Lower Earley, Earley, Reading RG6 5TT	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
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	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
Asda, Honey End Lane, Tilehurst, Reading RG30 4EL	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
Asda, Mandeville Road, Aylesbury HP21 8BD	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
Asda, Orbital Shopping Park, Thamesdown Drive, Swindon SN25 4BG	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
Asda, West Swindon Shopping Centre, Swindon SN5 7DL	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
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	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
Aylesbury Shopping Park, Shopping Park, Cambridge Cj, Aylesbury HP20 1DG (Currys, Homesense, E	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Aylesbury Town Centre	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.2
B&Q, Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	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
B&Q, Great Western Way, Swindon SN2 2DJ	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
B&Q, London Road, High Wycombe, HP11 1EZ	0.7	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
B&Q, London Road, Newbury, RG14 2BP	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
B&Q, The Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	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
B&Q, Thorney Leys Park, Witney, OX28 4GF	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
B&Q, Tower Retail Park, Seacourt, Oxford, OX2 0JJ	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
B&Q, Vale Hundreds Retail Park, Vale Park Drive, Aylesbury, HP20 1EA	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
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	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
Banbury	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7
Banbury Cross Retail Park, Banbury	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
Basingstoke Town Centre	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
Bath	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
Beaconsfield	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
Bicester Garden Centre, Oxford Road, Bicester, OX25 2NY	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
Bicester Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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
Birmingham	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
Blackbird Leys Local Centre	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
Blackpool	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
Booker Farm Shop, Clay Lane, Booker, SL7 3DJ	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
Botley Local Centre	0.2	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
Botley Road Retail Park, Botley Rd, Oxford OX2.0HY (Currys, Dunelm)	7.2	19.0	16.7	23.0	19.3	11.3	5.2	0.0	1.0	0.0	0.0	0.0	5.7	1.2

Destination	Total Furn (%)	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		
		Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)	Furn (%)
Study Area																												
Wickes, Aylesbury Shopping Park, Cambridge Close, Aylesbury, HP20 1DG	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Botley Road, Oxford, OX2 0HA	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	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
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Gipsy Lane, Swindon, SN2 8DH	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Wycombe Retail Park, Ryemead Way, High Wycombe, HP11 1FY	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winchester	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnersh Garden Centre, Reading Road, Winnersh, Wokingham, RG41 5HG	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnersh Triangle Business Park, Eskdale Road, Winnersh, Reading, RG41 5TU	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winterhill Retail Park, Bletchley, MK6 1BN	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Witney	0.1	0.0	0.0	0.0	0.0	0.0	1.1	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	0.0	0.0
Wokingham	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wycombe Carpet Centre, Lancaster Road, High Wycombe, HP12 3NN	0.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wycombe Retail Park, London Road, High Wycombe, HP11 1LP	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Bath Road, Hungerford, RG17 0HE	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yarnton Village	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yattendon Village	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yew Tree Garden Centre, Hatt Common, Newbury, RG20 0NG	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Catchment Area Sub-Total	63.9	30.4	31.7	54.5	72.4	51.3	42.7	64.7	92.3	61.7	88.6	74.3	65.6	73.0														
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

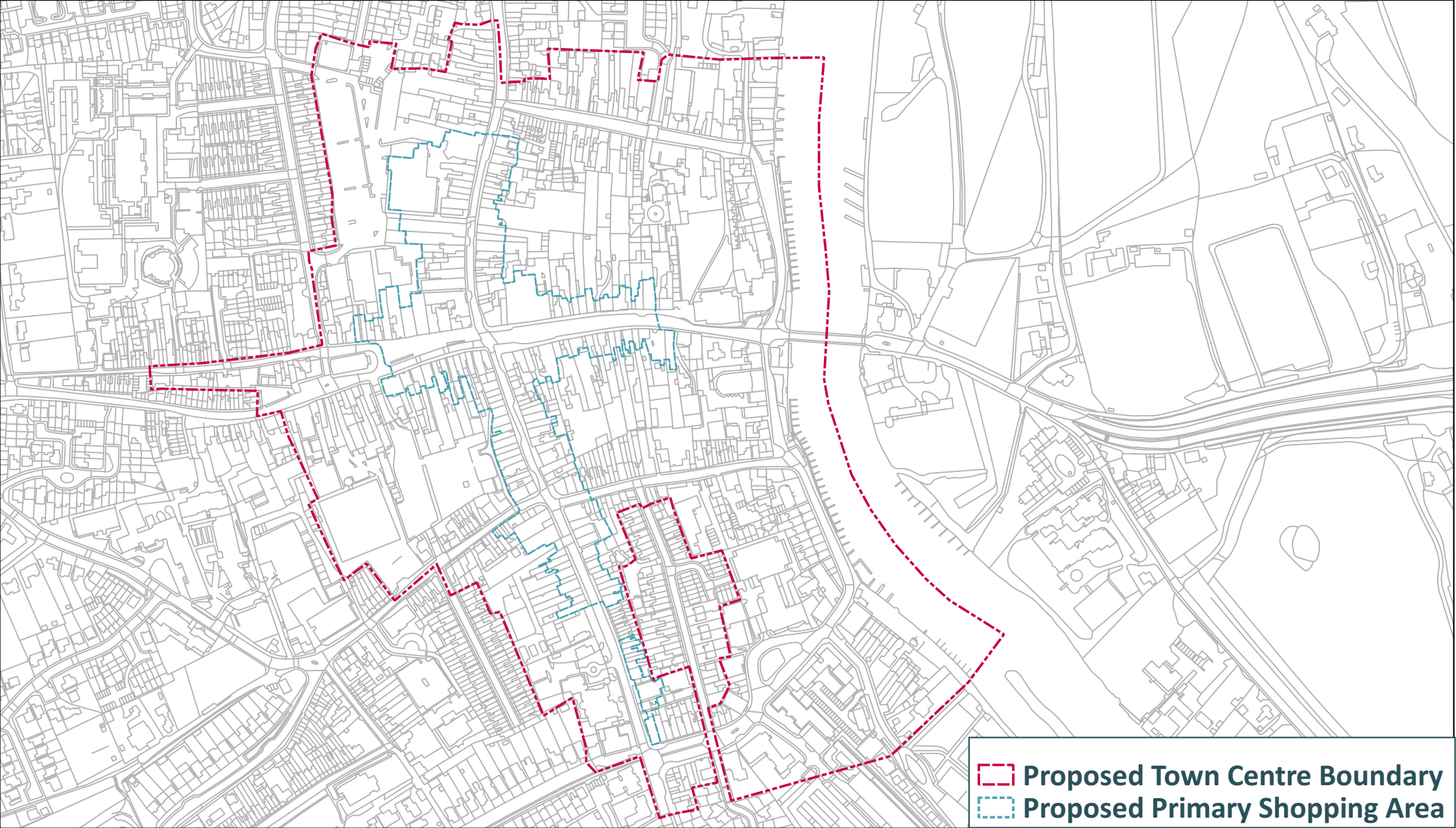
a. Market shares derived from NEMS household survey

Appendix 6: Boundary Recommendations



Didcot Town Centre - Proposed Boundaries

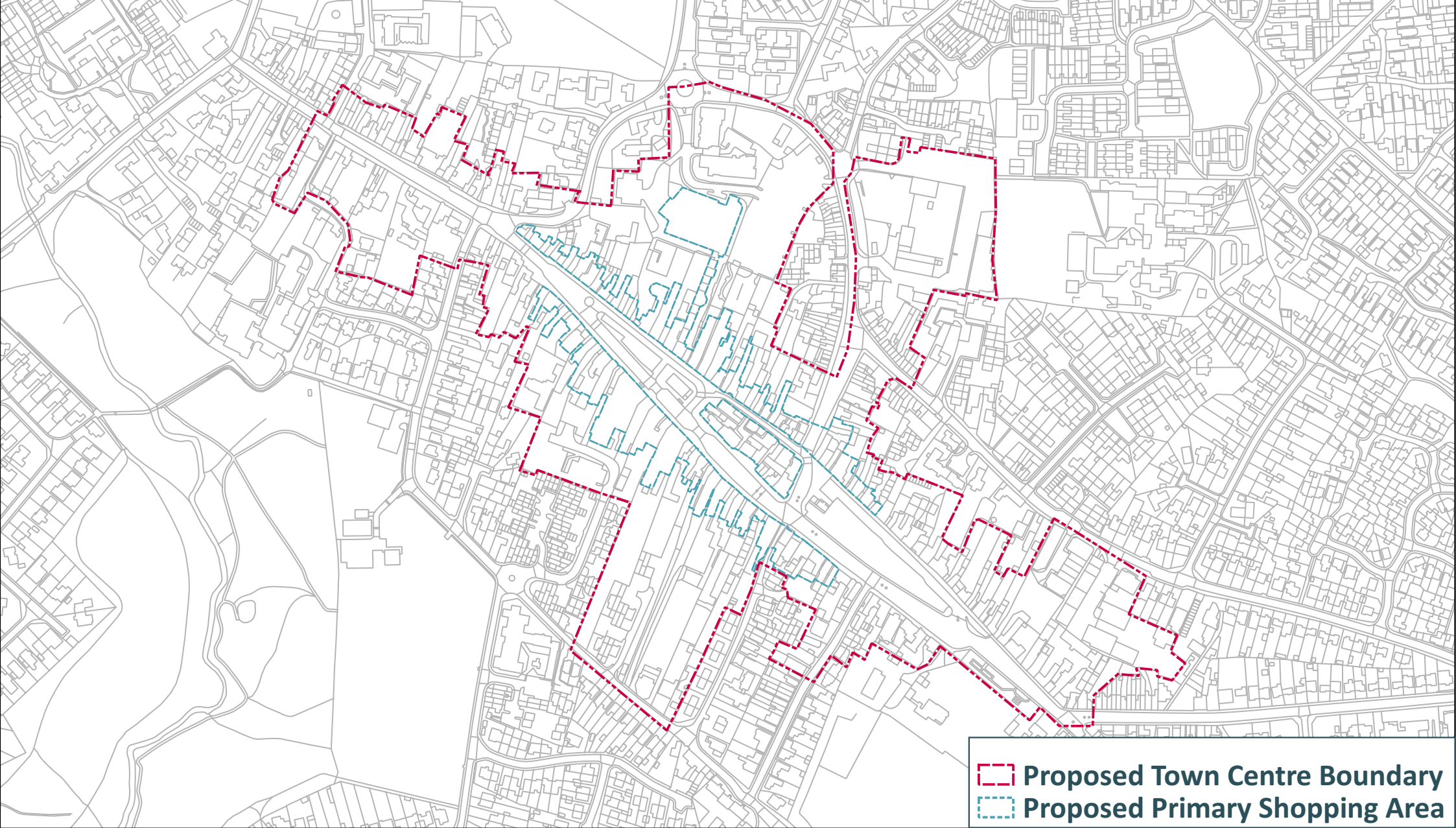
South Oxfordshire and Vale of White Horse Town Centres and Retail Study



Henley Town Centre - Proposed Boundaries

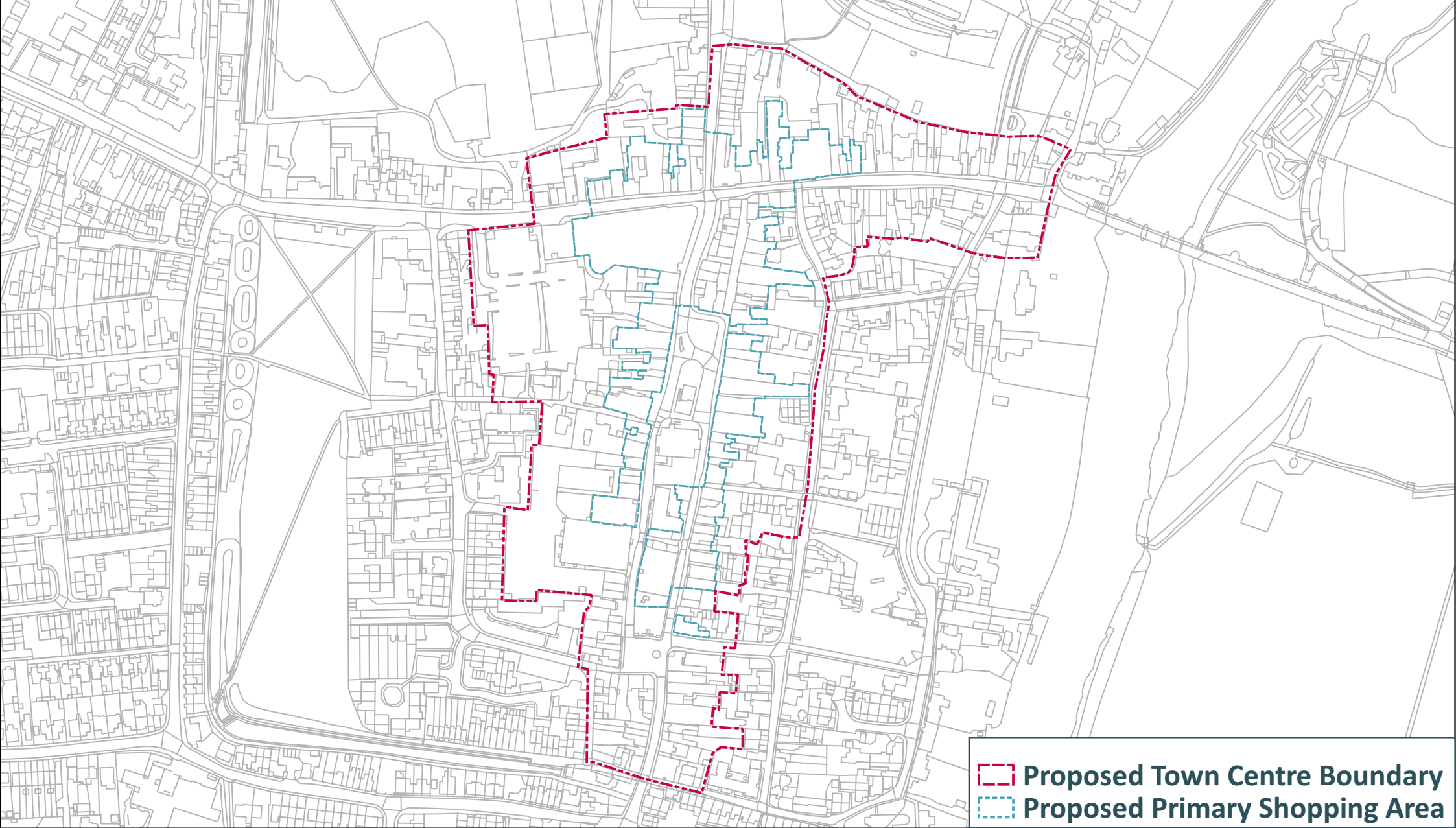
South Oxfordshire and Vale of White Horse Town Centres and Retail Study





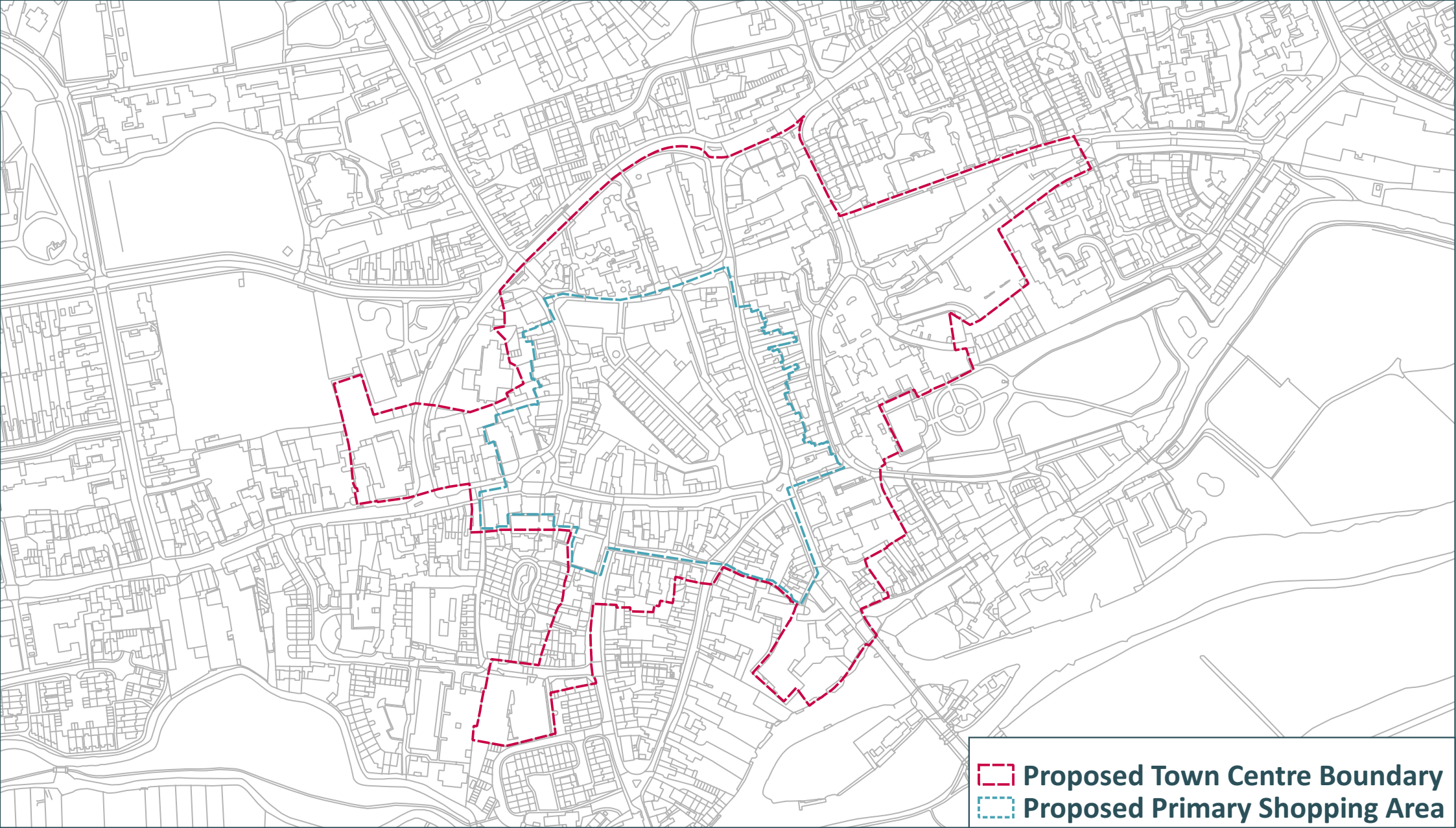
Thame Town Centre - Proposed Boundaries

South Oxfordshire and Vale of White Horse Town Centres and Retail Study



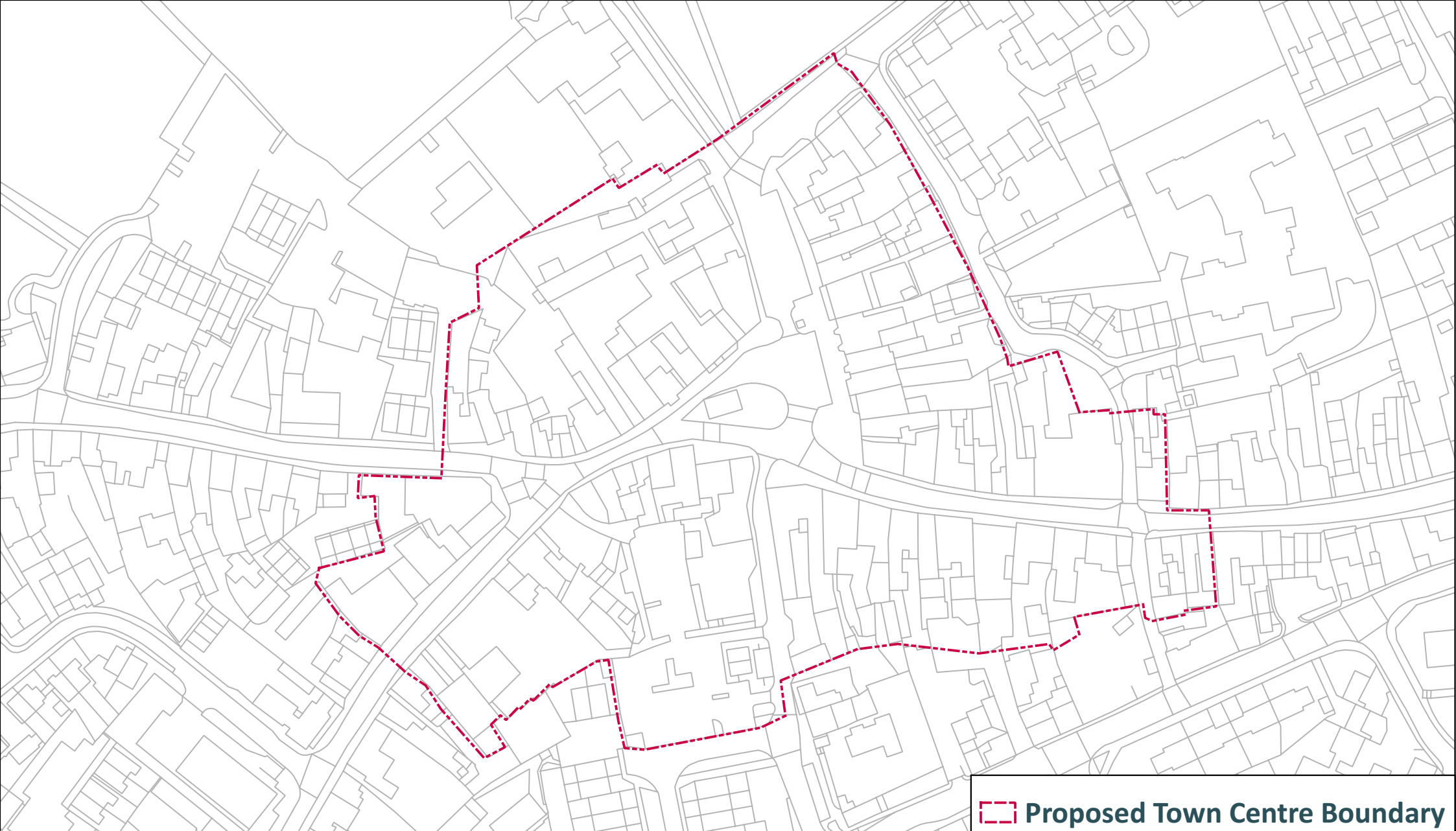
Wallingford Town Centre - Proposed Boundaries

South Oxfordshire and Vale of White Horse Town Centres and Retail Study



Abingdon Town Centre - Proposed Boundaries

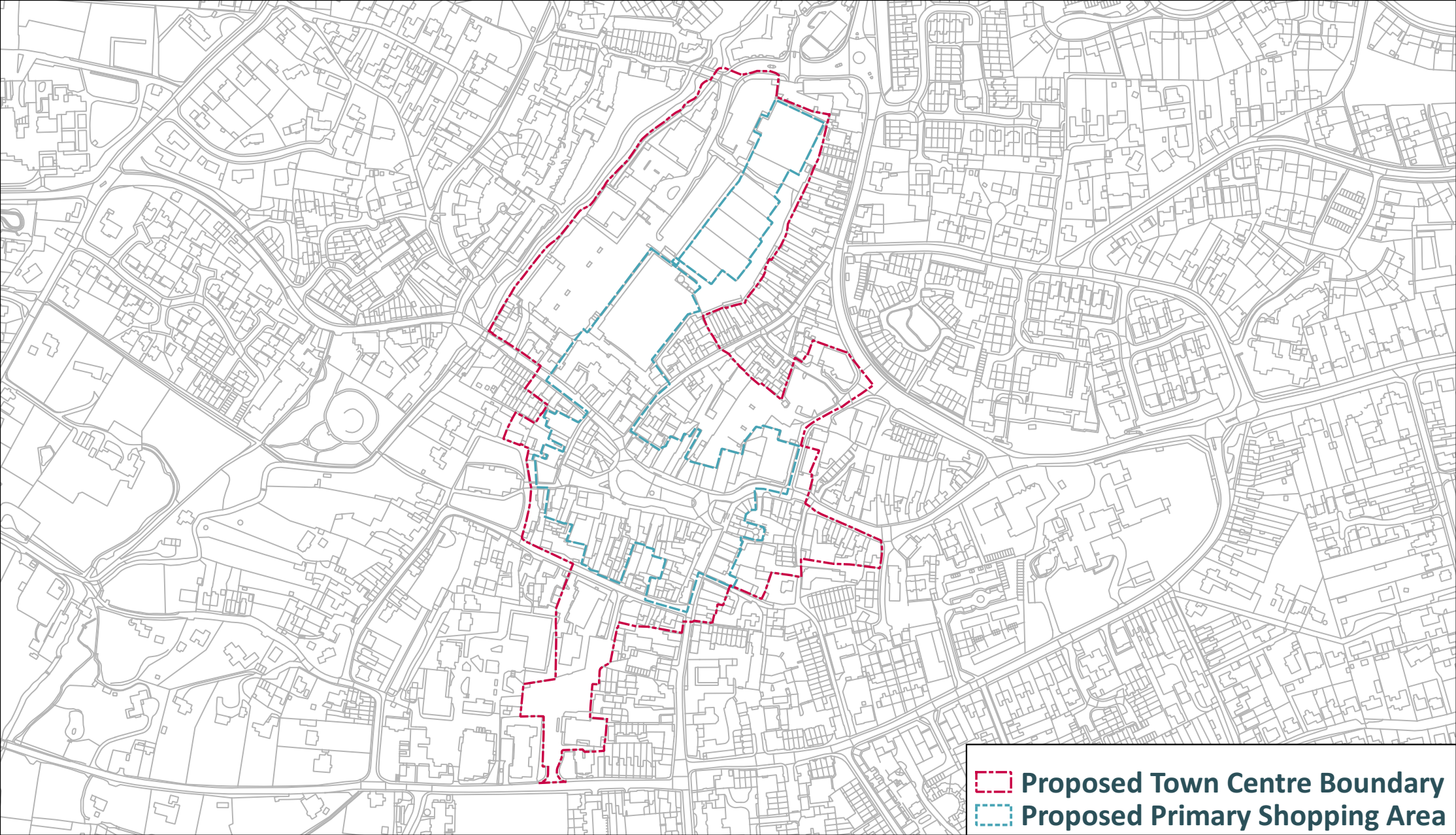
South Oxfordshire and Vale of White Horse Town Centres and Retail Study



 Proposed Town Centre Boundary

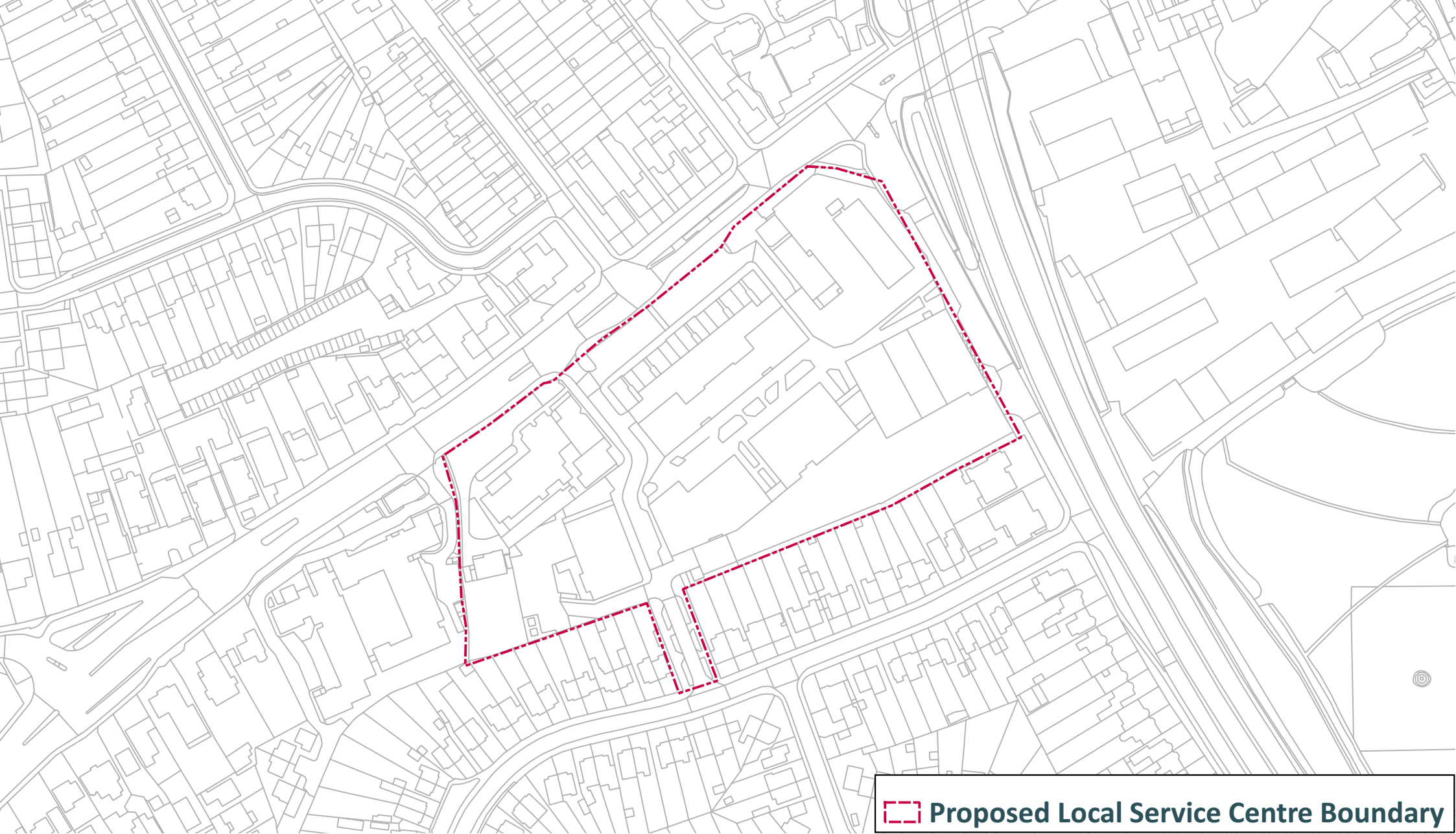
Faringdon Town Centre - Proposed Boundary

South Oxfordshire and Vale of White Horse Town Centres and Retail Study



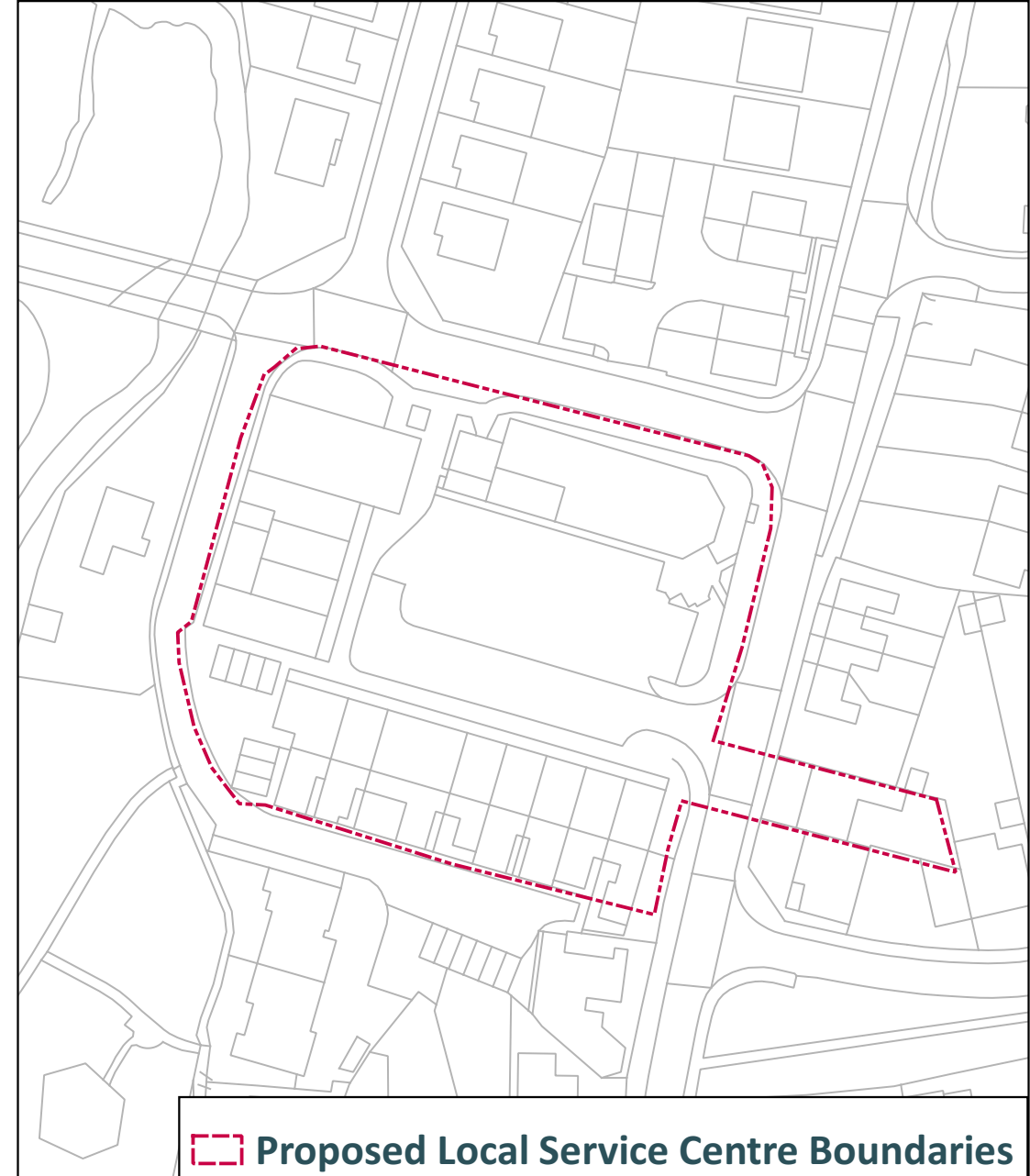
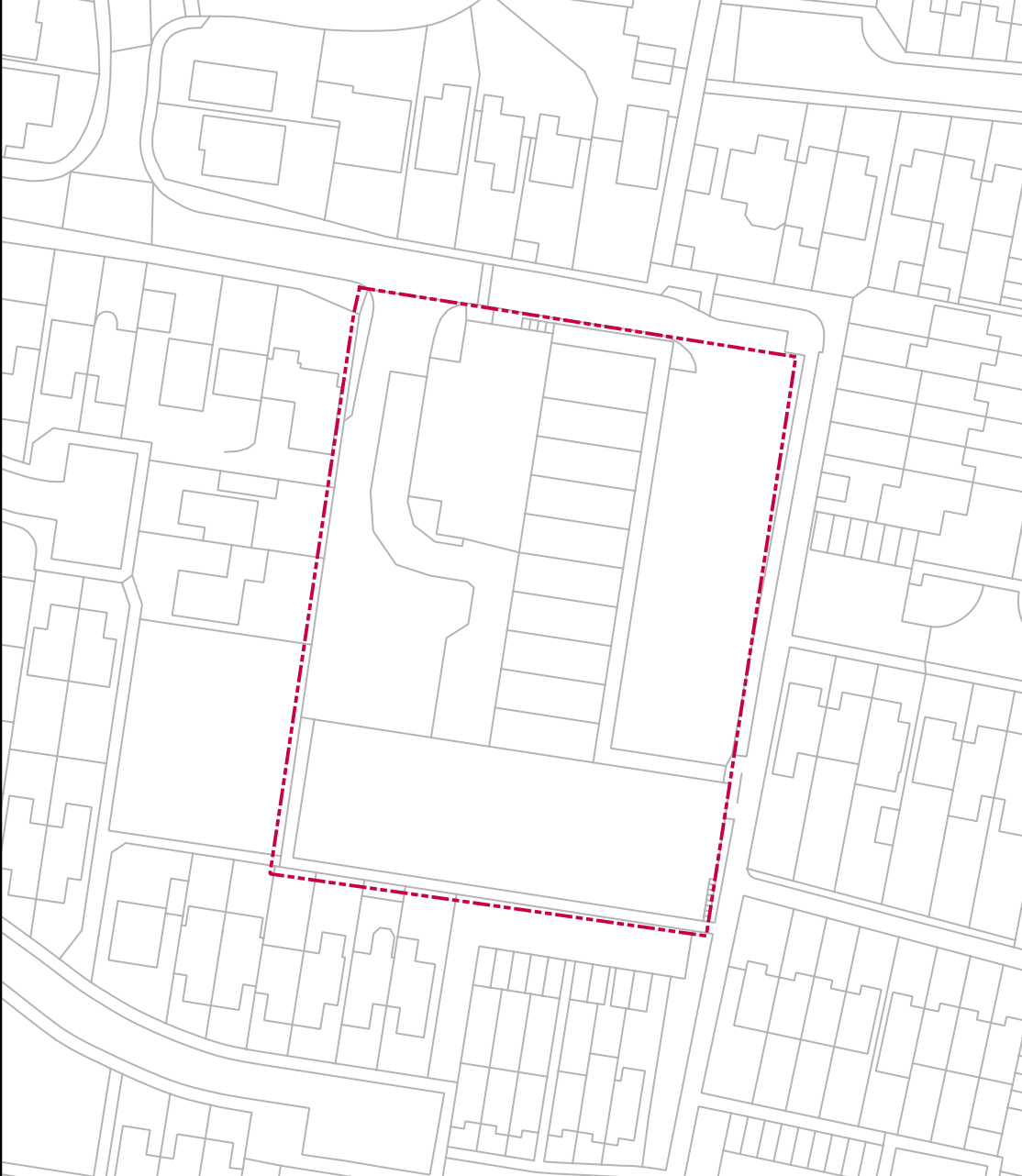
Wantage Town Centre - Proposed Boundaries

South Oxfordshire and Vale of White Horse Town Centres and Retail Study



Botley Local Service Centre - Proposed Boundary

South Oxfordshire and Vale of White Horse Town Centres and Retail Study



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