
APPENDIX 10

NORTHSTOWE IMPACT ASSESSMENT

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

TABLE 1
SURVEY AREA POPULATION FORECASTS

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

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

TABLE 1A
POPULATION GROWTH RATES

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

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

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

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

SOURCE: Experian Business Strategies March 2008

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

TABLE 3

SURVEY AREA RETAIL EXPENDITURE FORECASTS (2006 prices)

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

SOURCE: Experian Business Strategies March 2008

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

TABLE 4
NORTHSTOWE TURNOVER

	Net Floor (sqm)	Co Average Sales (£ per sqm net)	Total Turnover 2008 (£000s)	Total Turnover 2011 (£000s)	Total Turnover 2016 (£000s)	Total Turnover 2021 (£000s)
Northstowe	21,750	5,000	108,750	115,406	127,418	140,680
TOTAL	21,750		108,750	115,406	127,418	140,680

TABLE 5a
NORTHSTOWE TRADE DRAW 2016

	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 14	ZONE 15	ZONE 16	ZONE 17	ZONE 18	ZONE 19	ZONE 20	TOTAL
DRAW FROM ZONES (%)	3.0	7.0	45.0	20.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	10.0	0.0	0.0	100
DRAW FROM ZONES (£m)	3,823	8,919	57,338	25,484	6,371	0	0	0	0	0	0	0	0	0	0	0	12,742	12,742	0	0	127,418
MARKET SHARE UPLIFT (%)	1.6	3.9	37.1	21.4	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	6.1	0.0	0.0	

TABLE 5b
NORTHSTOWE TRADE DRAW 2021

	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 14	ZONE 15	ZONE 16	ZONE 17	ZONE 18	ZONE 19	ZONE 20	TOTAL
DRAW FROM ZONES (%)	3.0	7.0	45.0	20.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	10.0	0.0	0.0	100
DRAW FROM ZONES (£m)	4,220	9,848	63,306	28,136	7,034	0	0	0	0	0	0	0	0	0	0	0	14,068	14,068	0	0	140,680
MARKET SHARE UPLIFT (%)	1.1	2.7	20.4	17.3	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	5.0	0.0	0.0	

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

TABLE 6
COMPARISON GOODS ALLOCATION 2008
% MARKET SHARE

RETAIL LOCATION	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 14 %	ZONE 15 %	ZONE 16 %	ZONE 17 %	ZONE 18 %	ZONE 19 %	ZONE 20 %
Cambridge	62.7	69.2	63.1	65.0	69.5	55.5	32.2	5.3	13.8	5.7	7.4	24.7	34.8	15.9	45.6	5.6	10.9	14.5	3.3	8.8
Peterborough	1.3	0.3	1.2	0.9	0.0	0.0	3.4	2.3	0.0	0.0	0.2	0.0	0.3	0.0	0.8	0.0	23.7	37.6	34.9	0.0
Bury St Edmunds	0.9	0.0	0.8	0.6	0.2	1.2	2.0	18.3	52.4	12.4	0.2	14.4	9.7	4.0	0.4	0.0	0.0	0.0	0.0	0.0
Ely	0.9	0.5	3.9	0.6	0.0	0.0	34.5	2.0	0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	1.3	0.0
Stevenage	0.0	0.0	0.0	0.4	1.0	0.0	0.0	0.2	0.0	0.2	0.4	0.0	0.4	0.0	14.8	16.7	0.0	0.0	0.0	20.2
Newmarket	1.2	1.0	5.7	0.0	0.2	8.5	3.3	0.8	7.2	0.0	0.0	42.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Bedford	0.0	0.0	1.2	0.7	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.3	4.7	0.0	0.0	0.3
Huntingdon	0.0	0.0	1.9	1.1	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.0	0.5	0.0	0.0	0.0	25.5	18.1	2.9	0.2
Bishop Stortford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.0	0.0	0.0	7.2	0.0	0.4	0.0	0.0	0.0	9.6
King's Lynn	0.0	0.0	0.4	0.0	0.0	0.0	2.3	30.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	23.9	2.7	0.0	1.0	13.2	0.0	0.0	0.0	0.0	0.0	0.0
St Neots	0.0	0.2	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	3.2	17.5	0.2	0.1	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	19.2	0.2	0.0	0.3	24.8	1.0	0.4	0.0	0.0	0.0	1.3
St Ives	0.3	0.4	0.5	3.8	0.1	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.7	13.3	0.7	0.1
Chelmsford	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	3.7	13.2	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes	0.7	0.2	0.2	0.2	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	4.7	0.5	0.0	0.3	1.4
Norwich	0.3	0.9	0.0	0.2	0.7	0.4	1.5	5.7	0.7	0.4	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
SUB-TOTAL	68.2	72.7	78.8	73.9	72.4	65.7	80.5	65.9	76.5	65.7	45.3	82.8	47.6	66.2	62.6	54.2	84.4	84.3	46.1	42.2
Other	31.8	27.3	21.2	26.1	27.6	34.3	19.5	34.1	23.5	34.3	54.7	17.2	52.4	33.8	37.4	45.8	15.6	15.7	53.9	57.8
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

Source: Household Survey, March 2008

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

TABLE 7
COMPARISON GOODS ALLOCATION 2008
SPEND (£)

RETAIL LOCATION	ZONE 1 (£000)	ZONE 2 (£000)	ZONE 3 (£000)	ZONE 4 (£000)	ZONE 5 (£000)	ZONE 6 (£000)	ZONE 7 (£000)	ZONE 8 (£000)	ZONE 9 (£000)	ZONE 10 (£000)	ZONE 11 (£000)	ZONE 12 (£000)	ZONE 13 (£000)	ZONE 14 (£000)	ZONE 15 (£000)	ZONE 16 (£000)	ZONE 17 (£000)	ZONE 18 (£000)	ZONE 19 (£000)	ZONE 20 (£000)	TOTAL (£000)
Cambridge	126,176	134,899	80,676	63,483	56,562	30,986	63,410	6,318	14,392	6,913	9,558	26,759	30,764	14,991	57,113	8,857	31,864	27,440	3,669	19,651	814,481
Peterborough	2,642	510	1,567	848	0	0	6,649	2,763	0	0	290	0	231	0	1,029	0	69,215	71,264	38,399	0	195,406
Bury St Edmunds	1,776	0	1,005	580	146	650	3,960	21,709	54,670	14,961	257	15,593	8,615	3,756	444	0	0	0	0	0	128,122
Ely	1,722	1,065	4,954	590	0	0	67,896	2,385	297	0	0	566	0	0	0	0	0	990	1,440	0	81,905
Stevenage	0	0	0	431	809	0	0	197	0	269	519	0	379	0	18,517	26,390	0	0	0	45,112	92,622
Newmarket	2,469	2,003	7,355	0	169	4,766	6,581	978	7,501	0	0	45,582	342	0	0	0	0	0	0	464	78,209
Bedford	0	0	1,476	686	0	0	439	1,325	0	0	0	0	0	0	0	35,190	13,810	0	0	585	53,511
Huntingdon	0	0	2,371	1,073	0	108	292	0	0	216	0	0	475	0	0	0	74,430	34,356	3,209	463	116,993
Bishop Stortford	0	0	0	0	0	0	0	0	0	0	27,294	0	0	6,826	0	649	0	0	0	21,397	56,166
King's Lynn	0	0	475	0	0	0	4,573	35,916	0	0	0	0	0	0	0	0	0	0	2,778	0	43,742
Colchester	0	0	0	0	0	0	0	0	557	28,792	3,541	0	862	12,426	0	0	0	0	0	0	46,178
St Neots	0	404	0	552	0	0	0	0	0	0	0	0	0	0	0	5,111	51,041	397	85	0	57,590
Sudbury	0	0	0	0	0	0	0	0	1,577	23,142	257	0	231	23,393	1,269	706	0	0	0	2,817	53,393
St Ives	574	724	668	3,672	63	0	1,244	0	144	0	0	0	0	0	0	1,263	4,860	25,178	787	159	39,336
Chelmsford	0	0	0	0	381	0	0	0	0	4,479	17,125	0	231	727	0	0	0	0	0	0	22,943
Milton Keynes	1,321	404	229	175	209	0	380	0	0	0	0	271	0	350	0	7,461	1,532	0	287	3,243	15,862
Norwich	574	1,789	0	175	537	223	2,867	6,743	730	448	0	848	0	0	0	0	0	0	0	585	15,519
SUB-TOTAL	137,252	141,797	100,778	72,264	58,876	36,733	158,292	78,333	79,868	79,221	58,842	89,619	42,130	62,469	78,372	85,628	246,751	159,624	50,654	94,475	1,911,978
Other	64,128	53,273	27,172	25,460	22,469	19,140	38,433	40,447	24,491	41,419	71,165	18,672	46,355	31,836	46,810	72,314	45,437	29,804	59,310	129,295	907,430
TOTAL	201,380	195,070	127,951	97,724	81,345	55,872	196,725	118,780	104,359	120,639	130,007	108,290	88,485	94,305	125,181	157,942	292,188	189,428	109,965	223,770	2,819,408

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

TABLE 8
COMPARISON GOODS MARKET SHARE WITHOUT NORTHSTOWE 2016
% MARKET SHARE

RETAIL LOCATION	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 14 %	ZONE 15 %	ZONE 16 %	ZONE 17 %	ZONE 18 %	ZONE 19 %	ZONE 20 %
Cambridge	62.7	69.2	63.1	65.0	69.5	55.5	32.2	5.3	13.8	5.7	7.4	24.7	34.8	15.9	45.6	5.6	10.9	14.5	3.3	8.8
Peterborough	1.3	0.3	1.2	0.9	0.0	0.0	3.4	2.3	0.0	0.0	0.2	0.0	0.3	0.0	0.8	0.0	23.7	37.6	34.9	0.0
Bury St Edmunds	0.9	0.0	0.8	0.6	0.2	1.2	2.0	18.3	52.4	12.4	0.2	14.4	9.7	4.0	0.4	0.0	0.0	0.0	0.0	0.0
Ely	0.9	0.5	3.9	0.6	0.0	0.0	34.5	2.0	0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	1.3	0.0
Stevenage	0.0	0.0	0.0	0.4	1.0	0.0	0.0	0.2	0.0	0.2	0.4	0.0	0.4	0.0	14.8	16.7	0.0	0.0	0.0	20.2
Newmarket	1.2	1.0	5.7	0.0	0.2	8.5	3.3	0.8	7.2	0.0	0.0	42.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Bedford	0.0	0.0	1.2	0.7	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.3	4.7	0.0	0.0	0.3
Huntingdon	0.0	0.0	1.9	1.1	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.0	0.5	0.0	0.0	0.0	25.5	18.1	2.9	0.2
Bishop Stortford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.0	0.0	0.0	7.2	0.0	0.4	0.0	0.0	0.0	9.6
King's Lynn	0.0	0.0	0.4	0.0	0.0	0.0	2.3	30.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	23.9	2.7	0.0	1.0	13.2	0.0	0.0	0.0	0.0	0.0	0.0
St Neots	0.0	0.2	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	3.2	17.5	0.2	0.1	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	19.2	0.2	0.0	0.3	24.8	1.0	0.4	0.0	0.0	0.0	1.3
St Ives	0.3	0.4	0.5	3.8	0.1	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.7	13.3	0.7	0.1
Chelmsford	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	3.7	13.2	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes	0.7	0.2	0.2	0.2	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	4.7	0.5	0.0	0.3	1.4
Norwich	0.3	0.9	0.0	0.2	0.7	0.4	1.5	5.7	0.7	0.4	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
SUB-TOTAL	68.2	72.7	78.8	73.9	72.4	65.7	80.5	65.9	76.5	65.7	45.3	82.8	47.6	66.2	62.6	54.2	84.4	84.3	46.1	42.2
Other	31.8	27.3	21.2	26.1	27.6	34.3	19.5	34.1	23.5	34.3	54.7	17.2	52.4	33.8	37.4	45.8	15.6	15.7	53.9	57.8
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

Source: Household Survey, March 2008

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

TABLE 9
COMPARISON GOODS ALLOCATION WITHOUT NORTHSTOWE 2016
SPEND (£)

RETAIL LOCATION	ZONE 1 (£000)	ZONE 2 (£000)	ZONE 3 (£000)	ZONE 4 (£000)	ZONE 5 (£000)	ZONE 6 (£000)	ZONE 7 (£000)	ZONE 8 (£000)	ZONE 9 (£000)	ZONE 10 (£000)	ZONE 11 (£000)	ZONE 12 (£000)	ZONE 13 (£000)	ZONE 14 (£000)	ZONE 15 (£000)	ZONE 16 (£000)	ZONE 17 (£000)	ZONE 18 (£000)	ZONE 19 (£000)	ZONE 20 (£000)	TOTAL (£000)
Cambridge	207,213	201,445	147,462	90,195	74,028	38,862	87,156	8,817	20,124	9,469	13,267	38,151	43,577	20,760	79,503	12,400	43,498	34,385	4,960	26,472	1,201,745
Peterborough	4,339	761	2,865	1,204	0	0	9,139	3,855	0	0	403	0	327	0	1,433	0	94,485	89,301	51,907	0	260,019
Bury St Edmunds	2,916	0	1,837	824	191	815	5,444	30,295	76,444	20,492	357	22,231	12,204	5,201	618	0	0	0	0	0	179,868
Ely	2,827	1,591	9,055	838	0	0	93,322	3,329	416	0	0	807	0	0	0	0	0	1,240	1,947	0	115,372
Stevenage	0	0	0	612	1,059	0	0	274	0	369	721	0	536	0	25,777	36,945	0	0	0	60,771	127,063
Newmarket	4,054	2,991	13,444	0	221	5,977	9,046	1,365	10,489	0	0	64,987	484	0	0	0	0	0	0	625	113,682
Bedford	0	0	2,699	974	0	0	603	1,849	0	0	0	0	0	0	0	49,265	18,852	0	0	787	75,030
Huntingdon	0	0	4,335	1,524	0	135	402	0	0	296	0	0	673	0	0	0	101,604	43,051	4,338	624	156,982
Bishop Stortford	0	0	0	0	0	0	0	0	0	0	37,885	0	0	9,453	0	909	0	0	0	28,824	77,072
King's Lynn	0	0	868	0	0	0	6,286	50,122	0	0	0	0	0	0	0	0	0	0	3,755	0	61,031
Colchester	0	0	0	0	0	0	0	0	779	39,436	4,915	0	1,221	17,208	0	0	0	0	0	0	63,559
St Neots	0	604	0	785	0	0	0	0	0	0	0	0	0	0	0	7,156	69,675	497	115	0	78,831
Sudbury	0	0	0	0	0	0	0	0	2,205	31,697	357	0	327	32,395	1,766	988	0	0	0	3,795	73,532
St Ives	942	1,081	1,222	5,217	82	0	1,709	0	202	0	0	0	0	0	0	1,768	6,635	31,551	1,064	214	51,687
Chelmsford	0	0	0	0	499	0	0	0	0	6,134	23,770	0	327	1,007	0	0	0	0	0	0	31,738
Milton Keynes	2,169	603	419	249	273	0	522	0	0	0	0	387	0	484	0	10,445	2,091	0	388	4,369	22,401
Norwich	942	2,672	0	249	703	280	3,941	9,410	1,020	613	0	1,209	0	0	0	0	0	0	0	787	21,827
SUB-TOTAL	225,404	211,746	184,206	102,672	77,057	46,069	217,570	109,316	111,678	108,506	81,676	127,771	59,678	86,509	109,097	119,875	336,840	200,025	68,474	127,269	2,711,437
Other	105,314	79,553	49,667	36,173	29,407	24,004	52,826	56,445	34,245	56,730	98,782	26,620	65,662	44,087	65,161	101,237	62,026	37,348	80,175	174,175	1,279,638
TOTAL	330,717	291,299	233,873	138,845	106,464	70,073	270,396	165,761	145,923	165,236	180,458	154,391	125,340	130,596	174,258	221,112	398,865	237,373	148,649	301,444	3,991,074

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

TABLE 10
COMPARISON GOODS ALLOCATION WITH NORTHSTOWE 2016
% MARKET SHARE

RETAIL LOCATION	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 14 %	ZONE 15 %	ZONE 16 %	ZONE 17 %	ZONE 18 %	ZONE 19 %	ZONE 20 %
NORTHSTOWE	1.6	3.9	37.1	21.4	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	6.1	0.0	0.0
Cambridge	61.4	65.9	47.1	55.0	63.5	55.5	32.2	5.3	13.8	5.7	7.4	24.7	34.8	15.9	45.6	5.6	10.9	14.5	3.3	8.8
Peterborough	1.3	0.3	0.0	0.0	0.0	0.0	3.4	2.3	0.0	0.0	0.2	0.0	0.3	0.0	0.8	0.0	23.7	37.6	34.9	0.0
Bury St Edmunds	0.9	0.0	0.8	0.6	0.0	1.2	2.0	18.3	52.4	12.4	0.2	14.4	9.7	4.0	0.4	0.0	0.0	0.0	0.0	0.0
Ely	0.9	0.5	0.0	0.0	0.0	0.0	34.5	2.0	0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	1.3	0.0
Stevenage	0.0	0.0	0.0	0.4	1.0	0.0	0.0	0.2	0.0	0.2	0.4	0.0	0.4	0.0	14.8	16.7	0.0	0.0	0.0	20.2
Newmarket	1.2	1.0	0.0	0.0	0.2	8.5	3.3	0.8	7.2	0.0	0.0	42.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Bedford	0.0	0.0	1.2	0.7	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.3	4.7	0.0	0.0	0.3
Huntingdon	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.0	0.5	0.0	0.0	0.0	22.1	15.6	2.9	0.2
Bishop Stortford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.0	0.0	0.0	7.2	0.0	0.4	0.0	0.0	0.0	9.6
King's Lynn	0.0	0.0	0.4	0.0	0.0	0.0	2.3	30.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	23.9	2.7	0.0	1.0	13.2	0.0	0.0	0.0	0.0	0.0	0.0
St Neots	0.0	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	3.2	17.5	0.2	0.1	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	19.2	0.2	0.0	0.3	24.8	1.0	0.4	0.0	0.0	0.0	1.3
St Ives	0.3	0.4	0.0	0.8	0.0	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.7	10.3	0.7	0.1
Chelmsford	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	3.7	13.2	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes	0.7	0.2	0.2	0.2	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	4.7	0.5	0.0	0.3	1.4
Norwich	0.3	0.9	0.0	0.2	0.7	0.4	1.5	5.7	0.7	0.4	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
SUB-TOTAL	68.4	73.3	86.7	79.2	73.3	65.7	80.5	65.9	76.5	65.7	45.3	82.8	47.6	66.2	62.6	54.2	84.9	84.9	46.1	42.2
Other	31.8	27.3	17.4	23.2	27.6	34.3	19.5	34.1	23.5	34.3	54.7	17.2	52.4	33.8	37.4	45.8	15.6	15.7	53.9	57.8
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

Source: Household Survey, March 2008

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

TABLE 11
COMPARISON GOODS ALLOCATION WITH NORTHSTOWE 2016
SPEND (£)

RETAIL LOCATION	ZONE 1 (£000)	ZONE 2 (£000)	ZONE 3 (£000)	ZONE 4 (£000)	ZONE 5 (£000)	ZONE 6 (£000)	ZONE 7 (£000)	ZONE 8 (£000)	ZONE 9 (£000)	ZONE 10 (£000)	ZONE 11 (£000)	ZONE 12 (£000)	ZONE 13 (£000)	ZONE 14 (£000)	ZONE 15 (£000)	ZONE 16 (£000)	ZONE 17 (£000)	ZONE 18 (£000)	ZONE 19 (£000)	ZONE 20 (£000)	TOTAL (£000)
NORTHSTOWE	5,192	11,302	86,753	29,701	7,598	0	0	0	0	0	0	0	0	0	0	0	15,227	14,579	0	0	170,352
Cambridge	202,914	191,832	110,043	76,311	67,640	38,862	87,156	8,817	20,124	9,469	13,267	38,151	43,577	20,760	79,503	12,400	43,498	34,385	4,960	26,472	1,130,141
Peterborough	4,339	761	58	0	0	0	9,139	3,855	0	0	403	0	327	0	1,433	0	94,485	89,301	51,907	0	256,008
Bury St Edmunds	2,916	0	1,837	824	0	815	5,444	30,295	76,444	20,492	357	22,231	12,204	5,201	618	0	0	0	0	0	179,677
Ely	2,827	1,591	0	5	0	0	93,322	3,329	416	0	0	807	0	0	0	0	0	1,240	1,947	0	105,484
Stevenage	0	0	0	612	1,059	0	0	274	0	369	721	0	536	0	25,777	36,945	0	0	0	60,771	127,063
Newmarket	4,054	2,991	114	0	221	5,977	9,046	1,365	10,489	0	0	64,987	484	0	0	0	0	0	0	625	100,351
Bedford	0	0	2,699	974	0	0	603	1,849	0	0	0	0	0	0	0	49,265	18,852	0	0	787	75,030
Huntingdon	0	0	0	0	0	135	402	0	0	296	0	0	673	0	0	0	88,043	37,117	4,338	624	131,628
Bishop Stortford	0	0	0	0	0	0	0	0	0	0	37,885	0	0	9,453	0	909	0	0	0	28,824	77,072
King's Lynn	0	0	868	0	0	0	6,286	50,122	0	0	0	0	0	0	0	0	0	0	3,755	0	61,031
Colchester	0	0	0	0	0	0	0	0	779	39,436	4,915	0	1,221	17,208	0	0	0	0	0	0	63,559
St Neots	0	604	0	0	0	0	0	0	0	0	0	0	0	0	0	7,156	69,675	497	115	0	78,047
Sudbury	0	0	0	0	0	0	0	0	2,205	31,697	357	0	327	32,395	1,766	988	0	0	0	3,795	73,532
St Ives	942	1,081	53	1,052	0	0	1,709	0	202	0	0	0	0	0	0	1,768	6,635	24,429	1,064	214	39,148
Chelmsford	0	0	0	0	499	0	0	0	0	6,134	23,770	0	327	1,007	0	0	0	0	0	0	31,738
Milton Keynes	2,169	603	419	249	273	0	522	0	0	0	0	387	0	484	0	10,445	2,091	0	388	4,369	22,401
Norwich	942	2,672	0	249	703	280	3,941	9,410	1,020	613	0	1,209	0	0	0	0	0	0	0	787	21,827
SUB-TOTAL	226,296	213,435	202,843	109,977	77,994	46,069	217,570	109,316	111,678	108,506	81,676	127,771	59,678	86,509	109,097	119,875	338,505	201,549	68,474	127,269	2,744,086
Other	104,422	77,864	31,030	28,868	28,470	24,004	52,826	56,445	34,245	56,730	98,782	26,620	65,662	44,087	65,161	101,237	60,360	35,824	80,175	174,175	1,246,988
TOTAL	330,717	291,299	233,873	138,845	106,464	70,073	270,396	165,761	145,923	165,236	180,458	154,391	125,340	130,596	174,258	221,112	398,865	237,373	148,649	301,444	3,991,074

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

TABLE 12
COMPARISON GOODS MARKET SHARE WITHOUT NORTHSTOWE 2021
% MARKET SHARE

RETAIL LOCATION	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 14 %	ZONE 15 %	ZONE 16 %	ZONE 17 %	ZONE 18 %	ZONE 19 %	ZONE 20 %
Cambridge	62.7	69.2	63.1	65.0	69.5	55.5	32.2	5.3	13.8	5.7	7.4	24.7	34.8	15.9	45.6	5.6	10.9	14.5	3.3	8.8
Peterborough	1.3	0.3	1.2	0.9	0.0	0.0	3.4	2.3	0.0	0.0	0.2	0.0	0.3	0.0	0.8	0.0	23.7	37.6	34.9	0.0
Bury St Edmunds	0.9	0.0	0.8	0.6	0.2	1.2	2.0	18.3	52.4	12.4	0.2	14.4	9.7	4.0	0.4	0.0	0.0	0.0	0.0	0.0
Ely	0.9	0.5	3.9	0.6	0.0	0.0	34.5	2.0	0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	1.3	0.0
Stevenage	0.0	0.0	0.0	0.4	1.0	0.0	0.0	0.2	0.0	0.2	0.4	0.0	0.4	0.0	14.8	16.7	0.0	0.0	0.0	20.2
Newmarket	1.2	1.0	5.7	0.0	0.2	8.5	3.3	0.8	7.2	0.0	0.0	42.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Bedford	0.0	0.0	1.2	0.7	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.3	4.7	0.0	0.0	0.3
Huntingdon	0.0	0.0	1.9	1.1	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.0	0.5	0.0	0.0	0.0	25.5	18.1	2.9	0.2
Bishop Stortford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.0	0.0	0.0	7.2	0.0	0.4	0.0	0.0	0.0	9.6
King's Lynn	0.0	0.0	0.4	0.0	0.0	0.0	2.3	30.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	23.9	2.7	0.0	1.0	13.2	0.0	0.0	0.0	0.0	0.0	0.0
St Neots	0.0	0.2	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	3.2	17.5	0.2	0.1	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	19.2	0.2	0.0	0.3	24.8	1.0	0.4	0.0	0.0	0.0	1.3
St Ives	0.3	0.4	0.5	3.8	0.1	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.7	13.3	0.7	0.1
Chelmsford	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	3.7	13.2	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes	0.7	0.2	0.2	0.2	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	4.7	0.5	0.0	0.3	1.4
Norwich	0.3	0.9	0.0	0.2	0.7	0.4	1.5	5.7	0.7	0.4	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
SUB-TOTAL	68.2	72.7	78.8	73.9	72.4	65.7	80.5	65.9	76.5	65.7	45.3	82.8	47.6	66.2	62.6	54.2	84.4	84.3	46.1	42.2
Other	31.8	27.3	21.2	26.1	27.6	34.3	19.5	34.1	23.5	34.3	54.7	17.2	52.4	33.8	37.4	45.8	15.6	15.7	53.9	57.8
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

Source: Household Survey, March 2008

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

TABLE 13
COMPARISON GOODS ALLOCATION WITHOUT NORTHSTOWE 2021
SPEND (£)

RETAIL LOCATION	ZONE 1 (£000)	ZONE 2 (£000)	ZONE 3 (£000)	ZONE 4 (£000)	ZONE 5 (£000)	ZONE 6 (£000)	ZONE 7 (£000)	ZONE 8 (£000)	ZONE 9 (£000)	ZONE 10 (£000)	ZONE 11 (£000)	ZONE 12 (£000)	ZONE 13 (£000)	ZONE 14 (£000)	ZONE 15 (£000)	ZONE 16 (£000)	ZONE 17 (£000)	ZONE 18 (£000)	ZONE 19 (£000)	ZONE 20 (£000)	TOTAL (£000)
Cambridge	247,195	249,780	195,994	105,533	87,955	62,235	104,393	11,117	25,294	11,776	16,514	48,217	55,250	25,914	99,972	15,608	53,568	40,771	6,580	32,794	1,496,459
Peterborough	5,176	944	3,808	1,409	0	0	10,946	4,861	0	0	501	0	415	0	1,801	0	116,359	105,886	68,866	0	320,971
Bury St Edmunds	3,479	0	2,442	965	227	1,305	6,520	38,197	96,084	25,483	444	28,096	15,473	6,492	777	0	0	0	0	0	225,983
Ely	3,373	1,973	12,036	981	0	0	111,778	4,197	523	0	0	1,019	0	0	0	0	0	1,470	2,583	0	139,933
Stevenage	0	0	0	716	1,258	0	0	346	0	458	897	0	680	0	32,413	46,502	0	0	0	75,282	158,554
Newmarket	4,836	3,708	17,869	0	262	9,572	10,835	1,720	13,184	0	0	82,133	614	0	0	0	0	0	0	774	145,508
Bedford	0	0	3,587	1,140	0	0	723	2,332	0	0	0	0	0	0	0	62,009	23,216	0	0	975	93,982
Huntingdon	0	0	5,761	1,783	0	217	481	0	0	369	0	0	853	0	0	0	125,127	51,047	5,755	773	192,165
Bishop Stortford	0	0	0	0	0	0	0	0	0	0	47,157	0	0	11,800	0	1,144	0	0	0	35,707	95,808
King's Lynn	0	0	1,153	0	0	0	7,529	63,195	0	0	0	0	0	0	0	0	0	0	4,982	0	76,860
Colchester	0	0	0	0	0	0	0	0	979	49,042	6,118	0	1,548	21,480	0	0	0	0	0	0	79,167
St Neots	0	748	0	918	0	0	0	0	0	0	0	0	0	0	0	9,007	85,806	589	153	0	97,221
Sudbury	0	0	0	0	0	0	0	0	2,771	39,418	444	0	415	40,438	2,221	1,244	0	0	0	4,702	91,654
St Ives	1,124	1,340	1,624	6,104	98	0	2,047	0	254	0	0	0	0	0	0	2,225	8,171	37,410	1,411	265	62,074
Chelmsford	0	0	0	0	593	0	0	0	0	7,629	29,588	0	415	1,258	0	0	0	0	0	0	39,481
Milton Keynes	2,588	747	557	291	325	0	626	0	0	0	0	489	0	605	0	13,147	2,575	0	515	5,413	27,878
Norwich	1,124	3,313	0	291	836	448	4,720	11,864	1,282	762	0	1,528	0	0	0	0	0	0	0	975	27,145
SUB-TOTAL	268,895	262,554	244,831	120,131	91,553	73,777	260,598	137,829	140,370	134,937	101,664	161,481	75,664	107,986	137,184	150,886	414,821	237,174	90,845	157,660	3,370,842
Other	125,634	98,642	66,013	42,325	34,940	38,442	63,274	71,168	43,043	70,548	122,956	33,644	83,251	55,032	81,937	127,427	76,385	44,284	106,368	215,767	1,601,079
TOTAL	394,529	361,195	310,844	162,456	126,493	112,218	323,872	208,997	183,413	205,485	224,621	195,125	158,915	163,019	219,121	278,314	491,206	281,458	197,213	373,427	4,971,922

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

TABLE 14
COMPARISON GOODS ALLOCATION WITH NORTHSTOWE
% MARKET SHARE

RETAIL LOCATION	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 14 %	ZONE 15 %	ZONE 16 %	ZONE 17 %	ZONE 18 %	ZONE 19 %	ZONE 20 %
NORTHSTOWE	1.1	2.7	20.4	17.3	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	5.0	0.0	0.0
Cambridge	61.7	66.6	56.8	55.5	64.5	55.5	32.2	5.3	13.8	5.7	7.4	24.7	34.8	15.9	45.6	5.6	10.9	14.5	3.3	8.8
Peterborough	1.3	0.3	0.0	0.4	0.0	0.0	3.4	2.3	0.0	0.0	0.2	0.0	0.3	0.0	0.8	0.0	23.7	37.6	34.9	0.0
Bury St Edmunds	0.9	0.0	0.8	0.6	0.0	1.2	2.0	18.3	52.4	12.4	0.2	14.4	9.7	4.0	0.4	0.0	0.0	0.0	0.0	0.0
Ely	0.9	0.5	0.9	0.0	0.0	0.0	34.5	2.0	0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	1.3	0.0
Stevenage	0.0	0.0	0.0	0.4	1.0	0.0	0.0	0.2	0.0	0.2	0.4	0.0	0.4	0.0	14.8	16.7	0.0	0.0	0.0	20.2
Newmarket	1.2	1.0	1.7	0.0	0.2	8.5	3.3	0.8	7.2	0.0	0.0	42.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Bedford	0.0	0.0	1.2	0.7	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.3	4.7	0.0	0.0	0.3
Huntingdon	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.0	0.5	0.0	0.0	0.0	22.7	15.8	2.9	0.2
Bishop Stortford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.0	0.0	0.0	7.2	0.0	0.4	0.0	0.0	0.0	9.6
King's Lynn	0.0	0.0	0.4	0.0	0.0	0.0	2.3	30.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	23.9	2.7	0.0	1.0	13.2	0.0	0.0	0.0	0.0	0.0	0.0
St Neots	0.0	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	3.2	17.5	0.2	0.1	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	19.2	0.2	0.0	0.3	24.8	1.0	0.4	0.0	0.0	0.0	1.3
St Ives	0.3	0.4	0.0	0.8	0.0	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.7	10.8	0.7	0.1
Chelmsford	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	3.7	13.2	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes	0.7	0.2	0.2	0.2	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	4.7	0.5	0.0	0.3	1.4
Norwich	0.3	0.9	0.0	0.2	0.7	0.4	1.5	5.7	0.7	0.4	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
SUB-TOTAL	68.2	72.8	82.3	76.0	72.7	65.7	80.5	65.9	76.5	65.7	45.3	82.8	47.6	66.2	62.6	54.2	84.5	84.5	46.1	42.2
Other	31.8	27.3	18.4	24.6	27.6	34.3	19.5	34.1	23.5	34.3	54.7	17.2	52.4	33.8	37.4	45.8	15.6	15.7	53.9	57.8
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

Source: Household Survey, March 2008

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

TABLE 15
COMPARISON GOODS ALLOCATION WITH NORTHSTOWE
SPEND (£)

RETAIL LOCATION	ZONE 1 (£000)	ZONE 2 (£000)	ZONE 3 (£000)	ZONE 4 (£000)	ZONE 5 (£000)	ZONE 6 (£000)	ZONE 7 (£000)	ZONE 8 (£000)	ZONE 9 (£000)	ZONE 10 (£000)	ZONE 11 (£000)	ZONE 12 (£000)	ZONE 13 (£000)	ZONE 14 (£000)	ZONE 15 (£000)	ZONE 16 (£000)	ZONE 17 (£000)	ZONE 18 (£000)	ZONE 19 (£000)	ZONE 20 (£000)	TOTAL (£000)
NORTHSTOWE	4,220	9,848	63,306	28,136	7,034	0	0	0	0	0	0	0	0	0	0	0	14,068	14,068	0	0	140,680
Cambridge	243,249	240,389	176,411	90,100	81,630	62,235	104,393	11,117	25,294	11,776	16,514	48,217	55,250	25,914	99,972	15,608	53,568	40,771	6,580	32,794	1,441,782
Peterborough	5,176	944	78	597	0	0	10,946	4,861	0	0	501	0	415	0	1,801	0	116,359	105,886	68,866	0	316,429
Bury St Edmunds	3,479	0	2,442	965	0	1,305	6,520	38,197	96,084	25,483	444	28,096	15,473	6,492	777	0	0	0	0	0	225,756
Ely	3,373	1,973	2,710	6	0	0	111,778	4,197	523	0	0	1,019	0	0	0	0	0	1,470	2,583	0	129,633
Stevenage	0	0	0	716	1,258	0	0	346	0	458	897	0	680	0	32,413	46,502	0	0	0	75,282	158,554
Newmarket	4,836	3,708	5,436	0	262	9,572	10,835	1,720	13,184	0	0	82,133	614	0	0	0	0	0	0	774	133,074
Bedford	0	0	3,587	1,140	0	0	723	2,332	0	0	0	0	0	0	0	62,009	23,216	0	0	975	93,982
Huntingdon	0	0	0	0	0	217	481	0	0	369	0	0	853	0	0	0	111,373	44,573	5,755	773	164,393
Bishop Stortford	0	0	0	0	0	0	0	0	0	0	47,157	0	0	11,800	0	1,144	0	0	0	35,707	95,808
King's Lynn	0	0	1,153	0	0	0	7,529	63,195	0	0	0	0	0	0	0	0	0	0	4,982	0	76,860
Colchester	0	0	0	0	0	0	0	0	979	49,042	6,118	0	1,548	21,480	0	0	0	0	0	0	79,167
St Neots	0	748	0	0	0	0	0	0	0	0	0	0	0	0	0	9,007	85,806	589	153	0	96,303
Sudbury	0	0	0	0	0	0	0	0	2,771	39,418	444	0	415	40,438	2,221	1,244	0	0	0	4,702	91,654
St Ives	1,124	1,340	70	1,230	0	0	2,047	0	254	0	0	0	0	0	0	2,225	8,171	30,374	1,411	265	48,512
Chelmsford	0	0	0	0	593	0	0	0	0	7,629	29,588	0	415	1,258	0	0	0	0	0	0	39,481
Milton Keynes	2,588	747	557	291	325	0	626	0	0	0	0	489	0	605	0	13,147	2,575	0	515	5,413	27,878
Norwich	1,124	3,313	0	291	836	448	4,720	11,864	1,282	762	0	1,528	0	0	0	0	0	0	0	975	27,145
SUB-TOTAL	269,170	263,010	255,749	123,472	91,938	73,777	260,598	137,829	140,370	134,937	101,664	161,481	75,664	107,986	137,184	150,886	415,136	237,732	90,845	157,660	3,387,090
Other	125,359	98,185	55,094	38,984	34,555	38,442	63,274	71,168	43,043	70,548	122,956	33,644	83,251	55,032	81,937	127,427	76,071	43,726	106,368	215,767	1,584,832
TOTAL	394,529	361,195	310,844	162,456	126,493	112,218	323,872	208,997	183,413	205,485	224,621	195,125	158,915	163,019	219,121	278,314	491,206	281,458	197,213	373,427	4,971,922

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

TABLE 16
IMPACT OF PROPOSAL ON TRADE DRAW

	FORECAST TURNOVER 2008 (£000)	FORECAST TURNOVER 2016 (£000) NO NEW DEVELOPMENT	FORECAST TURNOVER 2016 (£000) WITH NORTHSTOWE	IMPACT 2016		FORECAST TURNOVER 2021 (£000) NO NEW DEVELOPMENT	FORECAST TURNOVER 2021 (£000) WITH NORTHSTOWE	IMPACT 2021	
				£000	%			£000	%
Cambridge	814,481	1,201,745	1,130,141	-71,604	-6	1,496,459	1,441,782	-54,677	-4
Peterborough	195,406	260,019	256,008	-4,011	-2	320,971	316,429	-4,542	-1
Bury St Edmunds	128,122	179,868	179,677	-191	0	225,983	225,756	-227	0
Ely	81,905	115,372	105,484	-9,888	-9	139,933	129,633	-10,300	-7
Stevenage	92,622	127,063	127,063	0	0	158,554	158,554	0	0
Newmarket	78,209	113,682	100,351	-13,331	-12	145,508	133,074	-12,434	-9
Bedford	53,511	75,030	75,030	0	0	93,982	93,982	0	0
Huntingdon	116,993	156,982	131,628	-25,354	-16	192,165	164,393	-27,772	-14
Bishop Stortford	56,166	77,072	77,072	0	0	95,808	95,808	0	0
King's Lynn	43,742	61,031	61,031	0	0	76,860	76,860	0	0
Colchester	46,178	63,559	63,559	0	0	79,167	79,167	0	0
St Neots	57,590	78,831	78,047	-784	-1	97,221	96,303	-918	-1
Sudbury	53,393	73,532	73,532	0	0	91,654	91,654	0	0
St Ives	39,336	51,687	39,148	-12,538	-24	62,074	48,512	-13,562	-22
Chelmsford	22,943	31,738	31,738	0	0	39,481	39,481	0	0
Milton Keynes	15,862	22,401	22,401	0	0	27,878	27,878	0	0
Norwich	15,519	21,827	21,827	0	0	27,145	27,145	0	0
Other	907,430	1,279,638	1,246,988	-32,649	-3	1,601,079	1,584,832	-16,247	-1
TOTAL	2,819,408	3,991,074	3,820,723	-170,352		4,971,922	4,831,242	-140,680	