GVA
St Catherine's Court
Berkeley Place
Bristol
BS8 1BQ

Cotswold Retail Study Update 2016

Cotswold District Council

June 2017

gva.co.uk

CONTENTS

1. Introduction......3
2. Planning Policy Context......7
3. Retail and Leisure Trends......16
4. The Sub-Regional Retail Hierarchy......27
5. The Health of Defined Town Centres and Provision......34
6. The Need for Retail Floorspace in Cotswold District......89
7. Assessment of Potential Development Sites and Recommendations Regarding Development Plan Policy......113
8. Summary and Conclusions......126

Appendices

Appendix A Study area plan
Appendix B Quantitative need assessment tables
Appendix C Land Use Plans
Appendix D Brewery car park and adjacent areas plan

1. Introduction

Scope and Purpose

1.1 This report has been prepared by Bilfinger GVA ('GVA') in a response to an instruction by Cotswold District Council ('CDC') to prepare a Retail Study for the Cotswold District administrative area. The study will provide essential evidence base information to assist CDC in the continued production of the Cotswold District Local Plan 2011-2031 and to assist CDC's development management function.

1.2 The most recent retail study document prepared for CDC's development plan evidence is the Retail Study volume of the Cotswold Economy Study 2012 ('the 2012 Retail Study'), completed by Peter Brett Associates ('PBA'). Since the completion of the 2012 Retail Study the UK's economic climate has continued to experienced significant shifts, including the on-going effects of the economic downturn, changes in the retail sector, updated forecasts for future retail expenditure growth and is now experiencing the after-effects of the referendum decision in June 2016 for the UK to leave the European Union. As a consequence, there is a need to provide an up-to-date evidence base document which examines a range of related issues, including current shopping patterns, indicators of town centre health and the need for new retail floorspace across the Cotswold administrative area.

1.3 The objectives of this study, as identified in the brief issued by CDC are as follows:

- determine the scale of convenience and comparison goods retail floorspace required over the plan period and where and when it is needed;
- review the retail policies in the Local Plan;
- review development opportunities and 'town centre' boundaries; and
- consider any relevant issues arising from other public examinations.

1.4 In order to achieve the above aims, CDC requires a comprehensive analysis of retailing and town centre health across its administrative area. Accordingly this study includes the following key components:

- An assessment of the role and function of the main town centres in Cotswold District in the wider sub-region.
- A detailed assessment of shopping patterns within Cotswold District and the wider catchment area.
- A review of the 17 most sustainable settlements as identified in the Local Plan Submission Draft June 2016. These 17 are referred to in the Local Plan as the Principal Settlements. This study therefore includes a review of the health and function of each of the 10 defined 'town centres[1]' and 7 other Principal Settlements across CDC's administrative area, focusing upon their land use profile and associated shopping patterns.
- An assessment of existing shopping patterns and store/centre turnover levels for convenience and comparison goods shopping.
- An assessment of the likely retail expenditure capacity to support new convenience and comparison goods[2] floorspace in the main 10 'town centres' in the District.
- An assessment of the suitability, availability and viability of sequentially preferable sites to accommodate the identified quantitative and qualitative needs.
- Provision of advice on planning policies in the Local Plan for assessing retail development proposals outside of town centres and the various 'town centre' boundary definitions across the District.

1.5 The development strategy of the emerging Local Plan identifies 17 Principal Settlements that are considered the most sustainable locations in the District for accommodating future growth. This Study has split the 17 Principal Settlements into 10 Principal

[1] For the avoidance of doubt, the use of the term 'town centre' within this report refers to all of the four tiers of centre identified in the emerging Local Plan retail hierarchy, as per the NPPF definition of 'town centres' even though some, such as Bourton-on-the-Water and South Cerney are villages. The Local Plan therefore refers to 'town centres' as 'centres'.

[2] Convenience goods are defined as food and non-alcoholic drinks, tobacco, alcohol, newspapers and 90% of non-durable household goods (Non-durable household goods comprise cleaning materials, kitchen disposables, household hardware and appliances, kitchen gloves, cloths etc and pins, needles, tape measures and nuts and bolts). Comparison goods are defined as all other non-food retail goods (such as clothing, footwear, furniture, carpets, household textiles, home furnishings, electrical goods, toys, games, health and beauty, jewellery, glassware, tableware, pet goods and bicycles.

Settlements with a defined 'Town Centre' and 7 Principal Settlements without a defined 'town centre', based on their size, retail offer, role and function.

1.6 The ten 'town centres' and seven other Principal Settlements which have been assessed are:

- Principal Settlements with 'Town Centres': Cirencester, Bourton-on-the-Water, Northleach, Stow-on-the-Wold, Moreton-in-Marsh, Tetbury, Chipping Campden, Fairford, Lechlade and South Cerney.
- Other Principal Settlements: Andoversford, Blockley, Down Ampney, Kemble, Mickleton, Upper Rissington and Willersey

1.7 Key contributors to the above tasks have been a number of items of empirical research. First, the CDC and GVA have commissioned a new bespoke survey of household shopping patterns ('the 2016 household survey') covering the Council's administrative area and extending into surrounding areas. The survey has sought data on shopping patterns for convenience and comparison goods shopping, along with the usage of the main 'town centres'. The results of the 2016 household survey have been used to inform the quantitative assessment of shopping patterns and expenditure flows and the subsequent retail need assessment.

1.8 The second area of empirical research has been in relation to the assessment of the health of the 10 'town centres' across the District and also 7 of the other Principal Settlements across the CDC administrative area. This exercise has incorporated land use surveys of these defined centres, along with a review of wider health-check indicators and an appraisal of the results of the household survey data, particularly in regard to qualitative issues.

1.9 In addition, as part of the assessment of key town centre health issues, CDC has invited a number of Town and Parish Council across the District to provide their views regarding the key issues which are affecting retailing and town centre health. A number of these Councils have responded to this invitation and their contributions are recorded in Section 5 of this report.

1.10 For the avoidance of doubt, the majority of this study was undertaken in 2016 with subsequent minor amendments in April 2017 and a publication date of June 2017.

Contents of Report

1.11 The remainder of this report, relating to the stage one work, is structured as follows:

- Section 2 outlines the current local and national planning policy context for retail and leisure development issues in Cotswold District, including the existing and emerging town centre strategies, along with current national advice and guidance on the preparation of evidence base documents.
- In Section 3 we outline the current trends in the retail sector in the UK, including the influence of internet shopping, the role of town centres and retail sector trends.
- Section 4 outlines the sub-regional context for retailing and town centre issues in Cotswold District including the place of the main 'town centres' in the wider retail hierarchy and the strategies in surrounding areas which could influence the future of shopping in the District.
- Section 5 provides our review of the health of the main 10 'town centres' in the District, along with an overview of retail provision in 7 of the other Principal Settlements. This section also includes a review of the main out of centre retail provision in the local area and committed retail and leisure developments.
- Section 6 provides an assessment of the need for additional retail floorspace in Cotswold District, including an assessment of quantitative retail expenditure capacity and a review of the quality of existing and committed retail floorspace.
- In Section 7 we review the suitability and availability of various sites across the District area to accommodate the identified need for additional retail floorspace, along with advice regarding town centre boundaries and development management policies.
- Section 8 provides a summary of the findings of the study along with a set of recommendations for a retail and town centres strategy for Cotswold District.

1.12 All plans and statistical information referred to in the text of this report are contained in appendices found at the rear of this document.

2. Planning Policy Context

Introduction

2.1 This section outlines the existing development plan context for Cotswold District including the adopted development plan and its salient retail and town centre strategies. In addition, this section also summarises current national planning policy and guidance within the National Planning Policy Framework ('NPPF') and the National Planning Practice Guidance ('NPPG') along with emerging draft Local Plan 2011-2031.

The Development Plan for Cotswold District

2.2 The current development plan for Cotswold District is the Cotswold District Local Plan 2001-2011, which was adopted in April 2006. Given that the purpose of this retail study is to inform the new (2011-2031) Local Plan, only a brief review of the adopted Local Plan is needed. Policy 25 of the Local Plan deals with development proposals within Cirencester and the defined Principal Settlements and gives conditional support depending on the size, nature and function of proposals and their effect on the health of the centre. Within the adopted Local Plan, the Principal Settlements are defined as:

- Bourton-on-the-Water
- Chipping Campden
- Fairford
- Lechlade
- Moreton-in-Marsh
- Northleach
- South Cerney
- Stow-on-the-Wold
- Tetbury

2.3 Policy 25 also deals with proposals for retail and other commercial uses outside of the defined centres of the Principal Settlements and indicates that, in order to be supported, they must meet the tests of: need, impact, accessibility by a choice of means of transport and the sequential test.

2.4 Finally, Policy 25 is also salient to proposals for retail and commercial development for other settlements in the District. This also sets out a conditional approach to the assessment of proposals, requiring an examination of their use, size, scale and function, along with their ability to meet the needs of the local community.

2.5 In relation to site allocations for retail development, the adopted Local Plan outlines the following:

- Land adjacent to the Brewery car park, Cirencester
- Land fronting Dyer Street and The Waterloo, Cirencester
- Cricklade Street / Westway, Cirencester
- Cutts Garage, Chipping Campden.

National Planning Policy and Guidance

2.6 The National Planning Policy Framework (NPPF) was published on 27 March 2012 and sets out the Government's planning policies for England. It replaced a suite of national Planning Policy Statements, Planning Policy Guidance and some Circulars with a single, streamlined document.

2.7 At the heart of the NPPF is a 'presumption in favour of sustainable development', which should be seen as a golden thread running through both plan-making and decision-taking. The NPPF encourages Local Planning Authorities (LPAs) to positively seek opportunities to meet the development needs of their area.

2.8 The NPPF continues to recognise that the planning system is plan-led and therefore Local Plans, incorporating neighbourhood plans where relevant, are the starting point for the determination of any planning application. In line with the Government's aim to streamline the planning process, each LPA should produce a single Local Plan for its area with any additional DPDs or SPDs to be used only where clearly justified.

2.9 The NPPF maintains the general thrust of PPS4. It advocates a 'town centres first' approach, and requires planning policies to positively promote competitive town centre environments and manage the growth of centres over the plan period. In planning for town centres LPAs should:

- Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- Define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- Define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary shopping frontages in designated centres and set policies that make clear which uses will be permitted in such locations;
- Promote competitive town centres that provide customer choice and a diverse retail offer which reflect the individuality of town centres;
- Retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- Allocate a range of suitable sites to meet the scale and type of economic development needed in town centres. Where town centre sites are not available, LPAs should adopt a sequential approach to allocate appropriate edge of centre sites;
- Set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- Recognise that residential development can play an important role in ensuring the vitality of centres; and
- Where town centres are in decline, plan positively for their future to encourage economic activity.

2.10 The NPPF requires Local Plans to be aspirational but realistic. They should address the spatial implications of economic, social and environmental change and set out opportunities for development and clear policies indicating what will or will not be permitted and where.

2.11 LPAs should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area. These assessments should be integrated and take full account of relevant market and economic signals. LPAs should use the evidence base to assess, inter alia:

- The needs for land or floorspace for economic development, taking account of both quantitative and qualitative requirements for all foreseeable types of economic activity over the plan period, including retail and commercial leisure development;
- The existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified needs;
- The role and function of town centres and the relationship between them, including any trends in the performance of centres; and
- The capacity of existing centres to accommodate new town centre development.

2.12 On 6 March 2014 the Department for Communities and Local Government (DCLG) launched the online National Planning Practice Guidance ('NPPG'), which cancelled a number of previous planning practice guidance documents, including the Practice Guidance on Need, Impact and the Sequential Approach (2009). Although it does not constitute a statement of Government policy, it provides technical guidance on how to prepare a robust evidence base and how to assess the impact of proposals for main town centre uses.

2.13 The web-based NPPG resource provides guidance on how to assess and plan to meet the needs of main town centre uses in full through production of a positive vision or strategy for town centres. This strategy should be based on evidence of the current state of town centres and opportunities to meet development needs and support their viability and vitality and should consider:

- The appropriate and realistic role, function and hierarchy of town centres in the area over the plan period. This will be informed by audits of existing centres to assess their role, vitality, viability and the potential to accommodate new development. It should cover a three to five year period, but also take the lifetime of the Local Plan into account and be reviewed regularly;

- The most appropriate mix of uses in the centre to enhance overall vitality and viability;
- The potential to expand centres or enable new development or redevelopment of under-utilised spaces to accommodate the scale of need identified for main town centre uses. This should involve evaluating different policy options (for example, expanding the market share of a particular centre) or the implications of wider policy such as infrastructure delivery and demographic or economic change;
- Appropriate timeframes for provision of new retail floorspace;
- Complementary strategies that may be necessary or appropriate to enhance the town centre and help deliver the vision for its future; and
- How car parking provision can be enhanced and both parking charges and enforcement be made proportionate in order to encourage town centre vitality.

2.14 The NPPG sets out a range of indicators relevant when assessing the health of town centres over time. These include:

- Diversity of uses
- Proportion of vacant street level property
- Commercial yields on non-domestic property;
- Customer views and behaviour;
- Retailer representation and intentions to change representation;
- Commercial Rents
- Pedestrian flows;
- Accessibility;
- Perceptions of safety and occurrence of crime; and
- State of town centre environmental quality.

2.15 When planning for town centres, the NPPG states that LPAs should take full account of relevant market signals and keep retail land allocations under regular review. Where it is not possible or appropriate to accommodate identified capacity in town centre locations, LPAs should plan positively to identify the most appropriate alternative strategy for meeting the need for these main town centre uses, having regard to the sequential and impact tests.

2.16 When applying the sequential approach in plan-making, the NPPG states that LPAs should take into account the need for main town centre uses, the supply and demand for land, and whether there are sites which are suitable, available and viable having regard to the nature of the need that is to be addressed. It goes on to note that, if the additional main town centre uses cannot be accommodated in town centre sites, the next sequentially preferable sites should be considered. Finally, the NPPG states that Local Plans should contain policies to apply the sequential test to proposals for main town centre uses that may come forward outside identified sites or locations allocated in the Local Plan.

Emerging Local Planning Policy

Cotswold District Local Plan 2011-2031

2.17 CDC have, since March 2013, been preparing the Cotswold District Local Plan 2011-2031. At the time of preparing this report, the new draft Local Plan has reached the 'Submission Draft' Regulation 19 stage[3]. Section 9.3 of the draft Local Plan outlines the retail hierarchy in the District and which includes the following four tiers of centre (outlined in the first part of draft Policy EC7):

- Primary town centre: Cirencester
- Key centres: Bourton-on-the-Water, Chipping Campden, Moreton-in-Marsh, Stow-on-the-Wold and Tetbury
- District centres: Fairford and Lechlade
- Local centres: Northleach and South Cerney

[3] Published in June 2016

2.18 Draft Policy EC7 notes that main town centre uses will be permitted in these centres and the draft proposals map provides a boundary for each tier of centre.

2.19 The second part of draft Policy EC7 notes that proposals for small shops in other settlements, not listed above, will be permitted provided that they would ensure a settlement's viability and help meet the needs of the local community.

2.20 At the present time, draft Policy EC8 is the key policy for assessing proposals for main town centre uses within and outside of the 10 defined centres in the retail hierarchy. It is currently split into the following six parts:

1) Part 1 outlines the sequence of sites to be used for main town centre proposals, starting with in-centre sites, then edge-of-centre and out-of-centre locations.
2) Part 2 relates to "all proposals" regardless of location and sets out five criteria which should be met, including: scale; consistency with the settlement strategy; the ability to maintain a mix of uses in the 'town centre'; contributing to the quality, attractiveness and character of the settlement; and consistency with the floorspace requirements for that particular settlement.
3) Part 3 of the policy relates to proposals for main town centre uses located in edge or out-of-centre locations. It indicates that such proposals will be permitted where: they are accessible and well connected to a centre by a choice of means of transport; contribute to the attractiveness of the settlement; improve health and well-being wherever possible.
4) Part 4 deals specifically with proposals which involve the loss of ground floor main town centre uses in defined 'town centres'. It indicates that the loss of such uses will be permitted where there is no loss to the vitality and viability of the 'town centre' and, following a marketing period of 12 months, the existing use is no longer required.
5) Part 5 indicates that proposals for residential use in the upper floors of properties within town centres will be permitted.
6) Part 6 indicates that concentrations of non-A1 land uses within defined centres will not be permitted where they would affect the vitality and viability of the centre.

2.21 Draft Policy EC9 sets a locally-based threshold for the submission of retail impact assessment documents. This is set at 500sq m net and the policy also indicates that development which has significant adverse impact upon defined 'town centres' in the District will not be permitted.

2.22 The spatial strategy focuses future development on 17 Principal settlements in the District. Of these, Tetbury, Cirencester, Moreton-in-Marsh and Bourton-on-the-Water are identified for specific retail needs:

- Tetbury – 40sq m of convenience goods floorspace and 200sq m of comparison goods floorspace
- Cirencester – 5,600sq m of comparison goods floorspace and 1,300sq m of convenience goods floorspace
- Moreton-in-Marsh – 600sq m of comparison goods floorspace and 150sq m of convenience goods floorspace
- Bourton-on-the-Water – 250sq m of comparison goods floorspace and 60sq m of convenience goods floorspace
- (n.b. all of the above quoted figures are net sales floorspace)

2.23 The only town to receive proposed site allocations to accommodate the identified need is Cirencester. Five sites are identified in draft policies S3F and S1. These are:

- The Sheep Street 'island site;
- The Memorial Hospital site;
- The Brewery car park and adjacent areas;
- The Forum car park and neighbouring land including Dyer Street; and
- The Waterloo car park.

2.24 The only one of these sites to be specifically identified for retail development is the Forum car park although the supporting text to draft Policy S3F does infer that each of the five sites may be suitable for, and could accommodate, retail development although the key issue highlighted by the draft policy is that many of these sites accommodate existing parking provision that redevelopment may need to provide alternative provision. Policy S3F also requires masterplans to be prepared for each site, to deal with matters such as design, movement and appropriate land uses.

2.25 A key aspect of this study is a requirement to provide CDC with advice on the content of the draft retailing and town centre policies and also the proposed boundaries for each of the 10 main 'town centres' as identified in draft Policy EC7. This is undertaken in Section 7 of this report.

3. Retail and Leisure Trends

3.1 To put our assessment into context and inform our advice on the need for additional retail floorspace in Cotswold District, we have undertaken a review of the current retail market and social trends influencing the retail sector. Our review draws on published data sources, including research by Experian and Verdict.

3.2 This section also provides a brief analysis of relevant government research and town centre strategies which have come forward over the last few years, partly in response to the retail trends identified, to promote a consistent policy objective which seeks to strengthen town centres.

Economic Outlook

3.3 Following the vote to leave the European Union, the Bank of England forecast (in August 2016) that, due to uncertainty, economic activity would weaken and unemployment would rise. It also forecast that inflation would rise about the target of 2% as a result of the depreciation of sterling that has accompanied the referendum result.

3.4 However, since August 2016, the Bank of England has reported that indicators of activity and business sentiment have recovered from their lows immediately following the referendum and estimates of GDP growth in the third quarter of 2016 are above expectations. The data suggests that the near-term outlook for activity is stronger than expected with higher growth in household spending and a more resilient housing market. However, by contrast, investment intentions have continued to soften and the commercial property market has been subdued.

3.5 The Bank of England expects output growth to be stronger in the near term but weaker towards 2019. This reflects the impact of lower real income growth in household spending and also the uncertainty over future trading arrangements (including the risk that UK-based firms' access to EU markets could be materially reduced, which could restrain business activity and supply growth over a protracted period)

Population Change

3.6 The rate at which the UK population is growing is accelerating. Between 1971 and 1991 it increased by just over 0.1% pa, whereas over the subsequent 20 years it increased by almost 0.5% pa. Over the period 2016-26 it is expected to increase by 0.7% pa, or 7.1% in total. This population growth will vary between regions over the next 10 years, with London expected to show the strongest growth (+12%), followed by the East (8.7%), South East (7.9%) and the South West regions (+7.0%). This contrasts with growth of just 4.5% in Yorkshire and Humberside and 3.7% in the North West. Marked disparities can occur between local authorities within the same region, due to differences in housing demand, land availability and local policies.

3.7 Advances in healthcare and medicine mean that people are living much longer. It will therefore be increasingly important for Councils to ensure that older consumers are adequately catered for with the right type of facilities in the right locations. The proportion of the population aged over 65 is expected to increase from 17.5% of the total population in 2016 to 19.5% in 10 years' time, a growth rate of 20%, which is more than double the rate of total population growth (7.1%).

3.8 In relation to Cotswold District, the Council has commissioned forecasts of its Objectively Assessed Housing Need and this has shown a population growth figure of 14,400 people over the period 2011-2031. This is the figure which has been adopted for the purposes of the retail floorspace capacity assessment later in this report.

Retail Expenditure and Sales Efficiency

Retail Expenditure Growth

3.9 Set out below are the latest retail expenditure forecasts from Experian, dated November 2016.

3.10 Comparison goods spending is expected to grow at a much higher rate than convenience goods spending over the period to 2035. For comparison goods, expenditure growth per head was 7.2% in 2014, decreasing to 4.6% in 2015according to Experian. Between 2016 and 2025 annual average growth in comparison goods spending is expected to be around of 2.7% pa. For convenience goods, spending declined every year in real terms between 2007-2015. Experian estimate that there will continue to be no growth in per capita convenience expenditure until 2024 when the average annual growth between 2024-2035 will be +0.1% pa.

3.11 To put these forecasts into historical context, comparison goods growth averaged 4.2% pa over the last 40 years, with stronger growth of 5.2% pa over the last 30 years and 5.6% pa over the last 20 years. Convenience goods growth has been much weaker, averaging 0.4% pa over the last 40 years and 0.3% pa over the last 20 years.

Online Spending

3.12 The popularity of online retailing continued to grow rapidly over the past decade. Most retailers now have an online presence, thus it is expected that this growth will slow going forwards. It is, however, likely to continue outpacing growth in total retail sales each year from 2016 to 2031, rising from £56.2bn to £112.6bn, an overall increase of 37% .

3.13 Internet spending and other forms of sales which are not derived from physical floorspace need to be taken into account when undertaking retail studies. Special Forms of Trading ('SFT'), includes all types of non-store retailing (internet, markets and mail order) and in 2015 was equivalent to 13.4% of total retailing (16% for comparison goods and 8.9% for convenience goods). In 2021, Experian predict that non-store sales (SFT) will reach 18.2% of total retail, growing steadily to around 20.4% by 2031.

3.14 Not all of non-store sales reduce the need for physical floorspace (for instance click and collect and the fulfilment of many grocery internet orders through local stores). Therefore, to account for this when calculating the effect of SFT on the need for retail floorspace, Experian recommend adjustments of 13.2% for comparison goods and 3% for convenience goods in 2016. These are forecast to rise to 15.6% and 3.9% respectively by 2021 .

Sales Efficiency Growth

3.15 The sales efficiency growth rate represents the potential ability of retailers to increase their productivity and absorb higher than inflation increases in their costs (e.g. rent, rates and service charges) by increasing their average sales densities. Applying a turnover 'efficiency' sales density growth rate is a standard approach used in retail planning studies and has been used in this study in accordance with good practice.

3.16 Following the weak or negative overall sales growth during the recession and the growth of online shopping, many retailers have struggled to increase or maintain sales density levels and, together with other financial problems, this has led some retailers into administration. As a result sales density growth is now significantly lower than the high rates seen during the boom of the latter half of the 1990s and first half of the 2000s.

3.17 The trend towards the demolition of inefficient stores and the provision of more modern stores with higher and more efficient sales densities is expected to result in less scope to increase comparison goods sales densities in the future. Accordingly, Experian expect an efficiency growth rate for comparison goods of 2.3% pa between 2019 and 2023 and 2.2% pa between 2024-2035.

3.18 Scope for increased sales densities is even more limited for convenience goods because the majority of foodstores already drive high sales efficiencies. An efficiency growth rate of -0.1% pa between 2019 and 2022 and +0.1% pa between 2024-2035 is recommended by Experian and these assumptions inform our approach.

Internet Growth & Multichannel Retailing

3.19 The online shopping population is reaching saturation, with over 40m online shoppers in the UK expected by 2017. Future growth in the market is likely to come from increased spend driven by new technology and improved delivery options. Changes in technology are driving sales with the expansion of tablet devices which provide a better browsing experience. According to Verdict, in most sectors the average spend per trip is 64.5% higher on a tablet than a laptop/PC .

3.20 Click and collect is forecast to be one of the most significant drivers of growth, with a rise of 62.7% in click and collect purchases expected between 2013 and 2018. The service provides physical retailers with an important benefit over pure internet operators and creates opportunities for making additional purchases when customers collect orders from stores.

3.21 The growth in online sales has implications for bricks and mortar stores as it potentially reduces the need for so many outlets. However, trends indicate that online and in-store shopping channels are becoming more blurred as shoppers increasingly research items online or in stores before making purchases. According to Verdict, in 2012 61% of shoppers researched goods online before purchasing in store, and some 38% of customers researched goods in store before buying online.

3.22 These trends, combined with the importance of 'click and collect' highlight that physical stores will still have a significant role in the multichannel shopping environment, although their size and format will differ from traditional stores. The advantages of physical stores, in terms of the shopping experience, service and immediacy of products in a showroom setting, will see a network of key stores remain a fundamental component of retailer's strategies to provide an integrated multichannel retail proposition.

Changing Retailer Requirements

Space Requirements

3.23 The retail sector has undergone significant changes over the last decade which has fundamentally altered how, where and when we shop. This has had major implications for retailers' space requirements, which combined with the recent recession, has changed the retail landscape of our towns and cities.

3.24 During the recession retailers' margins were squeezed, whilst other costs continued to rise and a raft of multiple and independent retailers either collapsed or have significantly shrunk their store portfolios. The decline in the amount of occupied retail space in town centre locations has not typically been offset by new retail developments. Many town centre schemes have been put on hold or significantly scaled down in size, and with 'fairly weak' expenditure growth forecast in the medium term, retailers are expected to remain cautious about store expansion.

3.25 The growth of the internet means that retailers no longer need stores in every town to achieve national coverage. Many retailers are therefore focusing their development programmes on the provision of large flagship stores in strategic locations, supported by smaller satellite stores and transactional websites. The larger flagships accommodate full product ranges whilst smaller stores offer more select ranges, supplemented by internet kiosks allowing access to the full range. This offers many advantages to retailers including lower property costs, more efficient logistics and being able to open stores where there is a high level of demand despite there being space restrictions.

3.26 Research by Verdict indicates that, in 2009, there were 293,000 stores in 2009 and this is expected to fall to 278,000 in 2016 and then remain relatively constant to 2019. This fall in store numbers was also accompanied by a fall in the amount spent in the UK's high streets, from £110bn in 2009 to £107bn in 2016.

3.27 This polarisation of retailing will result in larger dominant centres continuing to attract key retailers (where space is available), with medium sized centres potentially struggling to attract investment. Local, or neighbourhood, centres should be less affected by this trend and are likely to retain their attraction for top-up and day-to-day shopping. In addition to national multiple retailers, all levels of centre in the retail hierarchy accommodate local independent traders. Such traders face pressure from both the internet and national multiples and have found that success lies in being able to offer a product or service not available elsewhere, or a level of customer service which marks them apart from mainstream retailers. Indeed, this level of differentiation can mark a town out as a specialist in a certain area of retailing.

Out-of-Centre Retailing

3.28 Retailers are opting to develop stores in the most strategic and cost effective locations, with a notable resurgence of out-of-centre destinations, which offer benefits of lower rents, larger retail units and in most cases, free car parking. According to Verdict, out-of-town retailing is the only form of retailing which has seen store numbers increase between 2004-2014, with a 2.1% increase, against 13% falls for town centres and neighbourhood shops.

3.29 Many traditional town centre retailers have developed out-of-town store formats, including John Lewis, who now operate a number of 'At Home' stores in out-of-centre locations, as well as other retailers such as Next (Next Home, Next Home & Fashion) and TK Maxx (TK Maxx and Homesense formats).

The Role of the Town Centre

3.30 In recent years much has been made of spiralling vacancy rates in town centres and the pressures the traditional high street is under. While it is true that the changing role of high streets is an issue for retailers and society alike, it is important not to overplay the woes of the channel. High streets remain the most visited locations, with 82.1% of consumers having shopped there in the past 12 months. Moreover, these shoppers visit, on average, more than once a week. Indeed the high street retains many strengths. It is the predominant location of many leading brands.

3.31 The challenge is that, as the biggest location, the high street has the most to lose from the growth of new areas particularly neighbourhood, malls and online, It will be the smaller town centres which lose out and particularly those also under pressure from uneconomical rates and rents charges and difficulty providing parking facilities.

3.32 This has the potential to be a particular challenge for the main centres in Cotswold District. Its centres are generally small when compared to retail centres in surrounding administrative areas and there has been a loss of retail (and other economic/commercial) floorspace in the District in recent years. Not only is this a loss in terms of the attractiveness of the District's centres, an issue which is re-visited later in this report regarding development management policies, but is also an issue in terms of local employment opportunities. The November 2015 'Cotswold Business and Industrial Trends' report (prepared by Nupremis) indicates that the retail and wholesale sector is the largest employment sector in the District (and higher than the England average). However, despite this position, the same report indicates that the wholesale and retail sector has lost 800 jobs over the period 2009-2014. Within the retail sector, Nupremis forecast that there has been a loss of 12.6% over the period 2009-2014, which is the third highest loss in Gloucestershire (after the Forest of Dean and Stroud).

3.33 With new channels springing up and fighting for a share of shopper spend, some town centres will grow, some will stagnate and some will become smaller or obsolete. However, overall the high street will remain a hugely significant channel for retail for the foreseeable future and one retailers can't afford to blindly dismiss.

3.34 An on-going transference of spend from physical locations to online is meaning retailers have to change the way they approach each of the physical channels. In many ways, retail parks enjoy the best synergies with the internet. With lower rents and easier access, retail park stores can be used to provide showrooms to complement a retailer's online experience. They are also more practical for fulfilling click and collect orders, and even dispatching stock for home delivery. However, few retailers are yet to exploit this in a way consumers appreciate.

3.35 Neighbourhood stores also fit well into a multichannel strategy. They can be used for small, local shops to 'top up' larger online orders and to fulfil click and collect orders although the latter obviously presents some logistical issues.

3.36 High streets face the most difficult task in adapting to an 'online world'. In order to survive and thrive they need to focus on what they can offer that's different, such as the enjoyment of the shopping experience, or the ability to physically interact with products and retailer brands.

3.37 As retail evolves so do the places where retailers are looking to open stores and expand. Expansion no longer means automatically looking through vacant town centre units. Demand for new neighbourhood stores in ultra-convenient locations, set against a lack of supply, has led to a huge increase in unit change of usage in order to create new retail space. The grocers in particular have re-purposed old pubs, houses and offices. Retail park stores are also changing, with demand for ever larger spaces in reverse. Instead, spaces are being sub-divided and sub-let to drive sales per square foot.

Retail Sector Trends

Food and Grocery

3.38 The top four supermarkets (Tesco, ASDA, Sainsburys and Morrisons) continue to dominate the market and represent approximately 55% of the total convenience market . Although this has fallen from 59% in 2011.

3.39 With vast store networks and online offers, their coverage reached peak levels in recent years. However, combined with weaker spending on convenience goods, the transfer of trade online and the rise of the discounters (ALDI and Lidl), expansion plans have been put on hold and the top four retailers have diverted investment to cutting prices on goods rather than increasing the quantum of floorspace in their larger store portfolios. Indeed, space within some larger format stores is being sub-let to restaurants and other retailers. An example of this is Sainsburys with Argos concessions in a number of its stores.

3.40 The development of smaller store formats for top up food shopping has become increasingly popular in response to consumers seeking to reduce waste by moving from weekly shops to more frequent smaller shops. As a result, many of the main operators are expanding their smaller concept stores - Tesco Express, Sainsbury's Local, Little Waitrose, Marks & Spencer Simply Food etc.

3.41 The value/discount retailers are continuing to expand, having gained considerable market share during and after the recession. Aldi and Lidl have both succeeded in attracting customers who are looking to trade down in price but not quality, and between 2011 and 2016, Aldi has increased its market share by three and a half times, from 1.9% to 5.3% Over the same period, Lidl's market share has risen from 1.9% to 2.7%.

3.42 Food retailers are also continuing to develop online offers to meet increasing consumer demand for convenient food shopping, much of which is still fulfilled through existing store networks. Click and collect services are expanding into the grocery sector with some retailers developing 'drive-thru' collection points for picking up online orders.

Clothing and Footwear

3.43 By 2017, Verdict estimates that the clothing and footwear sector will represent 15.9% of total retail spend (a marginal increase from 15.2% in 2012). The proportion of clothing sales transacted online is expected to rise to just over 20% by 2017 as browsing services improve.

3.44 Low levels of consumer confidence in addition to high prices are expected to keep clothing and footwear sales volumes low. Premium and luxury brands will continue to maintain their consumer appeal, whilst growth from value retailers will become more subdued as they seek to ensure their profitability.

Premium and Luxury Goods

3.45 More affluent consumers have been able to maintain a higher level of personal and discretionary spending during the recession and therefore the premium and luxury goods sector has remained relatively strong. There is still high demand for premium brands and goods across all retail sectors, from clothing and accessories to high tech items.

3.46 In response to this trend, Verdict predict that the premium sector of the UK department store market (e.g. Harrods and Selfridges) will account for 43% of total department store expenditure in 2017 as midmarket department stores (e.g. John Lewis, House of Fraser and Debenhams) expand designer and luxury goods ranges.

Electricals

3.47 The electrical sector has suffered as a result of the recession as households cut back on 'big ticket' items combined with the shift of spending online. Since 2008 the proportion of electrical spending which takes place online has more than doubled to 43% . Casualties in the sector include Comet and Jessops, along with Best Buy who exited the UK market.

3.48 Growth remains strong however for smaller, high tech items such as tablets and premium electrical goods, with retailers such as Apple and John Lewis continuing to do well. There is also demand for 'value' ranges of electrical goods, much of which has been captured by the supermarkets. Over the medium-term at least, sales of big-ticket items are likely to remain subdued.

Homewares

3.49 Growth in the more traditional part of the homewares market (such as furniture and floorcoverings) is heavily reliant on the housing market and has been weak in recent years. Growth is expected to remain subdued during 2016, but will improve as the housing market strengthens. The softer end of the homewares market (i.e. smaller more decorative items), has been more resilient as consumers look at cheaper ways to refresh their homes.

Music, Video and Books

3.50 Technology is removing the need for physical stores as consumers can now download/stream music and films directly. As a result the music and video sector has shrunk significantly with negative growth in retail spending. Over three quarters (78%) of music and video sales are now online and Verdict predicts that by 2017 online sales will account for 90% of the market.

3.51 The book sector has been heavily influenced by the growth of e-reader devices (e.g. Kindle), and the sector is increasingly moving from physical to digital products. By 2018 it is estimated that around three-quarters of book sales will be via the internet and, of this market, around half will be attributed to digital sales (i.e. ebook readers such as Kindle).

Summary

- Economic growth will continue to remain muted over the plan period, with relatively weak expenditure growth in the short-medium term.
- It is evident that the traditional high street faces a number of challenges, not least from the impacts of the recession, including tightening of retail spending and changing consumer behaviour, but also from increasing competition posed by the internet, multichannel retailing and out of centre developments.
- Town centre strategies which support the continued evolution of the high street are considered ever more vital. This may involve providing a high quality shopping 'experience', maximising the benefits of tourist trade, and improving the mix of retail and non-retail outlets to increase length of stay and spend. It will also involve the ability to attract a wider suite of land uses into centres, such as residential and workspace, in order to add vitality throughout the day.
- It will be important for town centres to be well positioned to be able to adapt to on-going changes in the retail and leisure sector over the development plan period and to reaffirm their unique selling points which differentiate their retail offer from other centres.
- The on-going pattern of polarisation suggests that larger centres are well placed to maintain and enhance their offer. However, this is dependent on continued investment to ensure the right mix of retailers and other services.

4. The Sub-Regional Retail Hierarchy

Introduction

4.1 In order to set the context for the assessment of town centre health issues and an assessment of current shopping patterns, plus the identification of future needs, we consider it appropriate and useful to review the wider sub-regional retail hierarchy and provide a summary of the retail development strategy in surrounding administrative areas. This will include the surrounding areas of Gloucester, Cheltenham, West Oxfordshire, Tewkesbury, Stroud, Swindon and the northern parts of Wiltshire.

The Retail Hierarchy

4.2 Set out below in Table 4.1 is a summary of the ranking of the main Cotswold settlements in relation to other centres across Gloucestershire, along with the total floorspace of these centres. The ranking information is taken from the Venuescore database, produced by the Javelin Group, which ranks city and town centres based upon the type and extent of retail provision they contain. We have chosen to compare the latest Venuescore rankings (for 2015/16) with the 2009 rankings and it will be noted that only Cirencester and Stow-on-the-Wold feature. The floorspace information for each centre, where available, is taken from Experian GOAD.

4.3 VenueScore is an annual survey compiled by Javelin Group, which ranks the UK's top 2,700+ retail venues including town centres, stand-alone malls, retail warehouse parks and factory outlet centres. VenueScore rankings are based on a consistent, weighted scoring system which seeks to measure the overall attraction of each venue compared to other venues across the country. VenueScore evaluates each centre in terms of its provision of multiple retailers – including anchor stores, fashion operators and non-fashion multiples. The sectors covered include comparison retail, convenience retail and foodservice (e.g. restaurants). The score attached to each operator is weighted to reflect their overall impact on shopping patterns. For instance, anchor stores such as John Lewis and Marks & Spencer receive a higher score than other stores. The resulting aggregate score for each venue is its VenueScore. The VenueScore reflects the presence and importance of multiple retailers trading in each venue, and generally correlates closely with the actual market size of these shopping venues in terms of actual consumer spending. The lower the number, the higher the ranking.

4.4 In addition to its Venuescore, each location is assessed in terms of a range of other attributes including:

- Market positioning (i.e. is the offer aspirational or down-market?)
- Age focus (is the offer targeting younger or older consumers?)
- Fashion focus (how dominant is the venue's clothing offer?)
- Fashionability of its offer (is the clothing offer traditional or progressive?)
- Foodservice bias (how strong is the food and beverage offer?)
- Comparison vs. convenience bias
- Anchor strength (how much of the overall score is delivered by major anchors such as department stores, variety stores, supermarkets, etc.)
- Shopping centre vs. high street dominance (is there a powerful mall offer?)

Table 4.1 – sub-regional centre rankings

Centre	VenueScore Ranking 2009	VenueScore Ranking 2015/16	Floorspace (sq m gross)
Cirencester	257	276	43,500
Stow-on-the-Wold	1,754	1,908	11,120
Cheltenham	27	31	131,513
Gloucester	86	100	109,235
Stroud	443	503	39,167
Oxford	33	42	80,893
Swindon	50	72	104,190
Yate	376	329	37,412
Tewkesbury	562	858	27,508
Stratford-upon-Avon	123	181	56,875
Witney	320	219	42,512

Source: VenueScore 2009 and 2015/16 rankings and Experian GOAD

4.5 The contents of Table 4.1 show that the only two Cotswold centres feature in the Venuescore rankings: Cirencester and Stow-on-the-Wold. Both centres have experienced a fall in their ranking between 2009 and 2016, with Cirencester falling slightly from 257 to 276 and Stow falling from 1,754 to 1,908. The Cotswold centres are not alone is experiencing a fall in their rankings, with Cheltenham, Gloucester, Swindon and Stroud also experiencing falls. Cheltenham, Gloucester, Oxford, Swindon and Stratford are ranked above Cirencester is the rankings and Witney has also now moved above Cirencester since 2009.

Surrounding Major Centres

Cheltenham, Gloucester & Tewkesbury

4.6 We have considered Cheltenham, Gloucester and Tewkesbury together as all three authorities are preparing a joint strategic plan (the Joint Core Strategy' – 'JCS') and this, amongst other matters, deals with retail planning issues. The Examination into the draft JCS has now closed and the Inspector made her recommendations. A key recommendation is that an immediate review of the JCS retail evidence base is undertaken, during which the issue of the shopping market shares for each local authority area should be examined.

4.7 In her report, the Inspector has made the following observations regarding the scale of floorspace capacity:

> *"The evidence suggests that, on a constant market share basis, a substantial unmet comparison goods need will arise within the plan period for Cheltenham and Gloucester. Whilst both centres are shown to have sufficient supply up to at least 2021, the shortage becomes apparent for the period up to 2026. Cheltenham's shortage up to 2026 is shown to be 18,039 sq m net, rising to 37,928 sq m net by 2031, and Gloucester's is shown as 11,125 sq m net, rising to 29,286 sq m net by 2031. I accept these figures which, as agreed in the developers' and JCS team's statement of common ground, could be expressed as minima within the JCS and not caps, in the interests of positive planning".*

4.8 The evidence base also outlines a much smaller amount of retail floorspace capacity for the Tewkesbury area.

4.9 The Inspector was also critical of the lack of consideration of strategic sites to accommodate a large part of the identified need and this has contributed to her recommendation for an immediate review of the evidence base.

4.10 In relation to recent and current retail development proposals in these three local authority areas, the following are relevant:

- Cheltenham. There is currently a significant amount of activity in redeveloping parts of Cheltenham town centre. This includes the conversion and refurbishment of the Beechwood Shopping Centre to a John Lewis department store, whilst in the western part of the town centre the Brewery Quarter is being expanded to provide around 10,000sq m retail floorspace, hotel and residential uses. Finally, a proposal to redevelopment the northern part of the town centre has been delayed following the decision of Morrisons to withdraw from the supermarket element of the scheme.
- Gloucester. Amongst the several regeneration projects with Gloucester city centre, the main retail-led project has been Kings Quarter. This project has now been preparation for several years and Gloucester City Council has been working with private sector developer Stanhope to deliver a retail-led mixed use scheme. However, the scheme is currently under review. Elsewhere, the Gloucester Quays outlet shopping centre has been improved in recent years following the opening of a multi-screen cinema and more café/restaurant floorspace. The opening of the new cinema has prompted Peel, the owner of the Quays, to propose the partial redevelopment of the adjacent retail park and former cinema building. This planning application has recently been approved by the City Council.
- Tewkesbury. The main retail development project within Tewkesbury in recent years has been a combined retail outlet centre and garden centre. This is located adjacent to junction 9 of the M5 motorway and Tewkesbury Borough Council has recently resolved to grant outline planning permission for this development. The outlet centre will concentrate upon the sale of non-bulky comparison goods at discounted prices whilst the garden centre will sell a blend of traditional gardening and outdoor products although with clothing and home furnishings.

4.11 Of the above projects, the two which are likely to have the largest potential impact upon shopping patterns in Cotswold District are the projects in Cheltenham town centre, particularly the new John Lewis, and the outlet centre in Ashchurch. Stores in Cheltenham in particular has historically been a significant draw for comparison goods shopping trips from Cotswold residents and the opening of a large department store by one of the nation's most iconic brands is likely to intensify this trend.

4.12 Stores in Tewkesbury/Ashchurch has not traditionally been a particular draw for Cotswold residents although this has the potential to change should the outlet centre and garden centre at Ashchurch be built. With no large outlet centres in close proximity (the nearest being Swindon, Bicester, Birmingham and Street), the sale of a wide range of mainly non-bulky comparison goods at discounted prices, by a mixture of mid-market and, possibility, luxury brands is likely to attract shoppers from Cotswold District.

Stroud

4.13 Stroud District lies to the west of Cotswold District and Stroud District Council adopted its Local Plan in November 2015. The Local Plan, supported by a retailing and town centres evidence base prepared by GVA, outlines the level of convenience and comparison goods floorspace capacity across the main centres in the District. Generally, the quantitative capacity is modest for each settlement, although largest level of capacity for comparison goods retailing is in Stroud, which is also the largest retail centre in the District. Therefore no large strategic town centre allocations for retail and main town centre uses in Stroud District, although the recently adopted Stroud Town Centre Neighbourhood Plan does identify redevelopment opportunities at Cornhill/Market Tavern and the Police Station/Magistrates Court sites. In addition, the Merrywalks Shopping Centre has recently been placed on the market.

4.14 There have been a number of recent and current planning applications for retail development in the Stroud and Stonehouse area, including three competing supermarket proposals in 2014/5, a current application for an ALDI discount foodstore and a current application for a mixed convenience/comparison goods retail development at Ryeford. To date, only one of the supermarket proposals has been approved by the District Council (the Avocet site in Dudbridge) although it is unlikely that this scheme will proceed due to the current state of the grocery retail market for large supermarket developments. In any event, we do not consider that this scale and type of retail development is likely to fundamentally affect shopping patterns within the Cotswold District area.

Oxford

4.15 The most significant forthcoming new retail development in the Oxford and West Oxfordshire area will be the opening, in Autumn 2017, of the Westgate Shopping Centre in Oxford city centre. Several years in the planning, the new Westgate Centre will provide around 80,000sq m of retail and leisure floorspace including a 14,000sq m John Lewis department store and 5-screen cinema, along with restaurants and cafes.

4.16 The 2012 and 2016 household surveys indicate that Oxford city centre only has an influence over the eastern parts of Cotswold District (i.e. the Chipping Campden area) and to a lesser extent the area around Moreton-in-Marsh and Stow-on-the-Wold.

South Gloucestershire

4.17 The key current proposal in South Gloucestershire, which lies to the south-west of Cotswold District, is a proposal to extend The Mall at Cribbs Causeway. The proposal, if permitted and development, would provide an additional 146,000sq m of retail and leisure space at The Mall. The planning application, at the time of finalising this report, remains undetermined, although there are objections to this scheme from Bristol City Council, Bristol Alliance[4] and other surrounding local authorities.

4.18 The 2012 and 2016 household surveys show that The Mall at Cribbs Causeway attracts a number of comparison goods trips from the central and southern parts of Cotswold District, particularly clothing/fashion, furniture/furnishings and domestic appliances. Approval of the extension is likely to reinforce and intensify competition with these parts of Cotswold District.

Bristol

4.19 Bristol lies to the south of Cotswold District and provides the largest retail centre in the South West of England. The opening, in 2007, of the Cabot Circus shopping development has significantly improved the attractiveness of Bristol and the previous 2012 retail studies for CDC identified that the city was attracting comparison goods shopping trips from residents of the southern part of Cotswold District.

[4] the owners of a large part of the Cabot Circus / Broadmead area in Bristol city centre

4.20 Looking to the future, Bristol City Council has adopted a Central Area Action Plan, which outlines how the City Council envisages the next phase of retail development in the city centre. This is likely to focus around the Callowhill Court / Horsefair area and Bristol Alliance has recently commenced pre-application negotiations with the City Council.

Swindon

4.21 The Borough of Swindon lies immediately to the south-east of Cotswold District. Apart from the city centre, the designer outlet centre in the town is also a major draw for comparison goods shopping. Both the 2012 and 2016 household survey show that Swindon town centre, the various retail parks across the town and the outlet centre attract a significant number of trips from the southern part of Cotswold District, with the 2016 survey showing that circa 15% of clothing/fashion shopping trips from Cirencester residents (Zone 1) are flowing to Swindon town centre.

4.22 Swindon Borough Council adopted its Local Plan in 2015 and the strategy for Swindon town centre is to deliver at least 53,000sq m net comparison goods floorspace over the plan period. Whilst the Local Plan outlines a number of character areas in the town centre, it does not make specific site allocations in the central area for retail development. Forward Swindon, the urban regeneration company for the town, has however prepared a masterplan for the town centre (which is currently under review) and includes retail development proposals at Queen Street, John Street and Fleet Street.

Conclusions

4.23 The foregoing analysis illustrates the sub-regional context that Cotswold District sits within. It illustrates the historic shopping patterns which show the surrounding centres have proved attractive to residents of Cotswold District in recent years and have the likelihood of continuing to be so into the future. This also outlines the competition that retailing in the Cotswolds faces and how it will influence the market share of individual towns in the District. The foregoing analysis has also indicated the new retail developments which could have an impact on the future of shopping patterns in the Cotswolds and will need to be taken into account when we assess the quantitative and qualitative need for retail floorspace and town centre health issues later in this report.

5. The Health of Defined Town Centres and Provision

Introduction

5.1 This section provides an assessment of the health of existing 'town centres' across Cotswold District and also a review of existing retail provision outside of the formal retail hierarchy[5].

5.2 The ten main 'town centres' and seven other Principal Settlements or larger villages which have been assessed are:

- 'Town Centres': Cirencester, Bourton-on-the-Water, Northleach, Stow-on-the-Wold, Moreton-in-Marsh, Tetbury, Chipping Campden, Fairford, Lechlade and South Cerney.
- Other Principal Settlements: Andoversford, Blockley, Down Ampney, Kemble, Mickleton, Upper Rissington and Willersey

5.3 A review of the health of existing town centres, along with a wider qualitative review of retail provision, will inform the content of the new Local Plan. It will allow CDC to understand the role and function of centres within the retail hierarchy and set a vision for the future.

5.4 The NPPG outlines the following indicators which should be used to assess town centre health:

- Diversity of uses
- Proportion of vacant street level property
- Commercial yields on non-domestic property

[5] For the avoidance of doubt, the use of the term 'town centre' within this report refers to all of the four tiers of centre in the retail hierarchy, as per the NPPF definition of 'town centres' even though some, such as Bourton-on-the-Water and South Cerney are villages.

- Customers views and behaviour
- Retailer representation and intentions to change representation
- Commercial rents
- Pedestrian flows
- Accessibility
- Perception of safety and occurrence of crime
- State of town centre environmental quality

5.5 Where suitable information regarding the above indicators is available, this has been used to guide our assessment of the health of the defined town centres.

5.6 In addition to our review of defined 'town centres' in the retail hierarchy, this section also summarises the type and extent of out of centre retail floorspace in the other seven principal settlements such as Andoversford, Blockley, Down Ampney, Kemble, Mickleton, Upper Rissington and Willersey.

Cirencester Town Centre

Structure of the centre

5.7 The adopted Local Plan defines a 'Commercial Centre' boundary for the central part of Cirencester which includes the following streets: Castle Street, Market Place, Dyer Street, Godsditch Street, Black Jack Street, Silver Street and Cricklade Street. There are no other retail frontage and/or boundary designations in the adopted Plan's proposals map.

5.8 Within the draft Local Plan, there are a number of designations on the proposals map, which include:

- A Primary Town Centre Boundary which covers a very similar area to the Commercial Centre boundary within the adopted Local Plan.
- A Primary Frontage area which covers Market Place, Cricklade Street and the eastern part of Castle Street.

- Secondary Frontages which cover Dyer Street, Black Jack Street, Silver Street and the western part of Castle Street.

5.9 As set out in the project brief for this study, CDC requires advice on the extent of these proposed boundaries and this is dealt with in Section 7 of this report.

5.10 Due to its size, and despite the historic character of much of the centre, Cirencester town centre is able to offer a number of potential development opportunities. These are shown in the draft Local Plan and include the Waterloo and Forum car parks, Sheep Street Island and the Memorial Hospital. These sites are discussed in further detail in Section 7 of this report.

Diversity of Uses

5.11 Table 5.1 below outlines the land use profile of Cirencester town centre between 2012 and 2016. Three assessment years are provided (2012, 2014 & 2016) with CDC data being used for 2012 and 2014, and GVA providing an updated survey in 2016

Table 5.1: land use profile of Cirencester town centre, 2012-2016

Sector	**2012**			**2014**			**2016**		
	No.	**%**	**Ave**	**No.**	**%**	**Ave**	**No.**	**%**	**Ave**
Convenience	21	6.9	8.6	20	6.0	9.0	21	6.4	9.6
Comparison	168	54.9	41.5	178	53.8	40.5	179	54.2	39.5
Service	98	32.0	35.1	114	34.4	36.9	109	33.0	37.8
Other	3	1.0	1.2	3	0.9	1.2	3	0.9	1.2
Vacant	16	5.2	13.7	16	4.8	12.4	18	5.5	12.1
Total	**306**	**100**	**100**	**331**	**100**	**100**	**330**	**100**	**100**

Source: CDC and GVA land use surveys

5.12 The above data indicates that the amount of convenience goods uses in the town centre has remains static over the past four years and these uses occupy a proportion of units which has been consistently below the national average. This is against the backdrop of a small rise in the national average of convenience goods units in town centres across the country.

5.13 The number of comparison goods retailers in Cirencester town centre has risen over the past four years, although the proportion of all town centre units that they occupy has remained relatively static (due to the overall rise in total units being counted in the centre). Nevertheless, whilst the proportion of units has not changed, it remains well above the national average for comparison goods stores in town centres. The number of service uses has also risen, leading to a small rise in the proportion of service uses (to 33% in 2016) although this remains below the national average of 37.8%.

Retailer Representation

5.14 Cirencester has the widest range of retail and service uses in any of the ten main centres in Cotswold District. The largest convenience goods stores are a Tesco Metro on Cripps Road, adjacent to the Brewery car park, and a Marks & Spencer Simply Food on Dyer Street. These stores are supplemented by a range of smaller niche operators. The Tesco store extends to 2,337sq m net and sells a wide range of fresh and pre-packaged convenience goods supplemented by a small range of comparison goods. The location of the store next to the Brewery car park increases its attractiveness for main and top-up food shopping. The Marks & Spencer store sells a more limited range of fresh and pre-packaged goods, although has a particular emphasis on ready meals and higher-end food products.

5.15 Within the comparison goods sector, a number of national multiple retailers are present alongside a wide range of local independent traders. National retailers include House of Fraser, Argos, Boots, Dorothy Perkins, Superdrug, Waterstones, Poundland, Fat Face and WH Smith. Most comparison goods sectors are well covered within the centre, including clothing/fashion, home furnishings, furniture and household goods particularly well catered for.

5.16 Whilst there is a lower than national average proportion of service uses, a number of the national high street banks are present within the centre including Barclays, Natwest and Halifax. National multiple food and beverage operators including Pizza Express, Subway, Starbucks and Costa are present, and these are supplemented by a range of local independent cafes and restaurants.

Out-of-Centre Retail Provision

5.17 In addition to being the largest town centre, Cirencester also has the largest amount of out of centre provision. A number of foodstores and supermarkets are present including Tesco Extra, Waitrose, ALDI and Lidl.

5.18 In addition, there is a recently developed Wickes DIY store and Cirencester Retail Park (approved in 2012) which accommodates Pets at Home, Sports Direct, Home Bargains, Poundstretcher and Peacocks.

Vacancies

5.19 The number of vacancies within Cirencester town centre has been consistently low in recent years at around 5% of all units. This is well below the current national average of 12%. Due to the small number of vacancies, there are no particular pockets of void space within the centre.

Accessibility

5.20 Accessibility to Cirencester town centre has been examined in terms of different modes of transport. In terms of the private car, there are a number of existing parking facilities spread around the town centre including:

- Brewery car park – 288 spaces
- Old Station car park – 149 spaces
- Sheep Street – 77 spaces
- Abbey Grounds – 97 spaces
- Leisure Centre – 122 spaces
- Forum – 191 spaces
- Waterloo – 233 spaces
- Beaches Road – 145 spaces

5.21 A key current issue for car parking within Cirencester is the level of demand. Recent surveys have found that a number of the car parks (Brewery, Waterloo, Forum, Sheep Street, Beeches Road) are running at or close to full capacity on a number of days during the week, which causes problems in terms of visitors to town centre finding available spaces.

5.22 As a consequence, CDC has started a 'Cirencester Parking Project' which is undertaking regular surveys of parking demand across the town centre and examining ways in which car parking capacity can be increased and/or managed in a more efficient way.

5.23 These levels of high demand for car parking are clearly important to the health and attractiveness of Cirencester town centre as any perceived or actual problems associated with obtaining a parking space could deter shoppers and other visitors from coming to the town centre. This issue is reinforced by the results of business surveys undertaken for the draft Cotswold Economic Delivery Plan (October 2016) which suggested that staff, business owners and their clients are dissuaded from locating in the District due to the lack of accessible car parking provision. As a consequence the survey found that these critical parking issues are having a negative impact on businesses.

5.24 However, this importance is also reinforced by the allocation of the Sheep Street car park for redevelopment in the adopted Local Plan and the proposed addition of the Waterloo and Forum car parks in the new draft Local Plan. Whilst both documents discuss the need to re-provide car parking capacity, the additional land uses on these sites is likely to increase the pressure on parking provision and this will be reinforced by the growing population of Cirencester and its wider catchment.

5.25 These circumstances are therefore also currently being examined by CDC, who have engaged consultants to review the level of future demand for parking in the town centre, taking into account factors such as increases in town centre retail floorspace and the demand associated with the large planned urban extension at Chesterton to the south of the town.

5.26 The household survey commissioned to support this Study also asked a series of questions regarding car parking in Cirencester. In relation to the most popular car parks, these were: the Brewery car park (39%), Forum (19%), Abbey Grounds (4%), leisure centre (4%), Waitrose (5%) and Waterloo car park (10%).

5.27 In terms of the reasons for visiting their preferred car park, survey respondents gave the following reasons:

- Habit (3%)
- Central location (19%)
- Close to shops (12%)

- Easy to find a space (8%)
- Easy access (9%)
- Free of charge (12%)
- Good / convenient location (17%)

5.28 Survey respondents were also asked about the maximum amount of time that they would be prepared to walk from their chosen car park to the shops in the town centre. Most respondents fell into three categories: 5 minutes (24%), 10 minutes (33%) and more than 10 minutes (21%). On average, the maximum amount of time that survey respondents would be prepared to walk from a car park to town centre shops is just under 10 minutes[6].

5.29 Survey respondents were also asked it lower parking charges would alter the amount of time that they would be prepared to walk from a car park to town centre shops. 54% of respondents indicated that it would not alter the amount of time although, interestingly, there was a reasonably even split between those that said it would alter the amount of time. 22% of respondents indicated that it would reduce the amount of time that they would be prepared to walk, whilst 17% indicated that they would be prepared to walk further. In terms of those respondents who would be prepared to walk further, the average length of time increased to just over 17 minutes.

5.30 In relation to other modes of transport, a number of bus services link Cirencester town centre to other parts of the town and surrounding settlements. The main bus stops are located on Market Place, Dyer Street, South Way, Dollar Street and Sheep Street and provide services to Swindon, Stroud, Cheltenham, Malmesbury, Kemble, Tetbury, Cricklade, Down Ampney and local services connecting different parts of the town. Customer Views & Behaviour

5.31 The main source of information for current customer views and behaviour in relation to Cirencester town centre is the 2016 survey of household shopping patterns commissioned by CDC and GVA specifically for this study. In relation the shopping

[6] 9 minutes 42 seconds

catchment of the town centre, this information is provided by the quantitative assessment contained in Section 6 (and Appendix B) of this report and can be summarised as follows for food and non-food shopping:

5.32 Cirencester is located in Zone 1 of the study area (see plan at Appendix A) and the 2016 household survey indicates that it is able to retain between 89% and 94% of main food shopping trips[7]. It is also attracting main food trips from zones 3 (25%), 4 (41%) and 6 (28%)[8]. Table 4 at Appendix B also indicates that convenience goods stores in Cirencester attract 91% of top-up food shopping trips from Zone 1 residents and also attract a small amount of trips from other zones (2, 3, 4, 6 and 7) although the market penetration in these zones is much lower than for main food shopping.

5.33 In terms of individual market penetration rates, Table 4 indicates that the Tesco Extra and Waitrose supermarkets dominate main food shopping trips, with the Waitrose attracting 24%-28% and the Tesco Extra attracting 37%-38%. They are also reasonably prominent in terms of top-up trips with the Waitrose being the most popular destination. However, for top-up food shopping, market shares are more evenly spread with 34%-39% of trips from Zone 1 residents attracted to the town centre.

5.34 The market share data also shows that the ALDI and Lidl discount foodstores are attracting a reasonable market share for both main and top-up food shopping. The ALDI is attracting 4%-5% of main food trips whilst the Lidl is attracting 8%-9% of main food trips.

5.35 The market shares of Cirencester in the different comparison goods categories is shown in Table 6 at Appendix B. These can be summarised as follows:

- Clothing & fashion. The town centre attracts between 22%-26% of shopping trips for clothing and fashion goods from Zone 1 residents. It is also able to attract a reasonable amount of shopping trips from the southern and central parts of the District (2, 3, 4, 6 and 7) although does not feature to any significant extent in the shopping patterns of residents of the northern part of the District.

[7] A range of percentages are provided as the 2016 survey last respondents for their most recent shopping destination and also the time before that
[8] All percentages based on most recent main food shopping destination

- Furniture, floorcoverings and furnishings. Cirencester town centre attracts between 26%-36% of shopping trips from zone 1 residents. The town centre also attracts between 10%-15% of trips from residents of zones 3 and 4.
- DIY. Table 6 at Appendix B indicates that Cirencester retains two-thirds of DIY shopping trips from Zone 1 residents and is also able to attract just under one third of trips from Zone 4 and 11%-16% of trips from Zone 7.
- Domestic appliances. Cirencester retains around 40% of all shopping trips associated with domestic appliances from Zone 1 and also attracts a modest amount of trips from zones 2, 3, 4, 6 and 7 of the study area.
- Smaller electrical appliances. Cirencester achieves a similar market share in smaller electrical goods, with around 40% of trips attracted from Zone 1 residents.
- Health and beauty goods. Cirencester achieves a very high retention rate for health and beauty goods, at 73%-82% from Zone 1 residents. It is also able to attract a reasonably high rate of trips from zones 3 (14%-23%), 4 (15%-16%) and 7 (14%-17%).
- Recreational goods. Around 45% of shopping trips from Zone 1 residents for recreational goods are retained by Cirencester, whilst 7%-12% of trips from zone 4 and 6%-9% of trips from zone 6 are also attracted.
- China, glass, jewellery and books. Cirencester attracts around 54%-55% of trips from these categories of goods from Zone 1 residents and is also attract trips from zones 3 (10%-20%), 4 (23%-27%) and 7 (9%-11%).

Pedestrian Flows

5.36 During our visits to the town centre over the course of completing this study, we have made observations over the comparative strength of pedestrian flows through the centre. Unsurprisingly, streets with the highest amount of pedestrian flow are usually considered to be the prime shopping areas in a town centre and usually command the highest rental levels and retailer demand.

5.37 In Cirencester, the observations during our visits indicated that Cricklade Street was generally the busiest part of the centre. This is the location of a number of national multiples within the centre and the strength of flow within this area can lead to pedestrians using parts of the main vehicular highway due to the narrowness of the pavement areas. Market Place and the eastern part of Castle Street are generally the next most popular areas, although the route through Bishops Walk from the Brewery car park is also very well used due to the popularity of that car park with town centre shoppers. It should be noted that the public realm around Market Place was being remodelled during the course of completing this study and these works were having an effect upon the ease of pedestrian movement in this area.

5.38 Beyond these areas there is a noticeable 'tailing off' of pedestrian flow, particular around Dyer Street and western parts of Castle Street. Areas around the Woolmarket remain popular and all of these areas benefit from 'passing trade' due to the local of the various town centre car parks.

Environmental Quality

5.39 Cirencester's town centre lies in the north and more historic and distinctive part of the town, with the southern boundary of this character area being Lewis Lane and Querns Lane. This part of the town has a medieval street pattern which dense low-rise development consisting predominantly of 2/3 storey buildings built up from the back of the pavement. This provides the centre will a very distinctive and intimate character.

5.40 Market Place is the principal urban space in the town centre, surrounded by a series of impressive buildings, including the parish church which is the largest in Gloucestershire. However, as a usable space, Market Place has suffered in recent years from high levels of traffic and on-street parking. Cirencester Town Council are now seeking to address this a series of changes to Market Place, and the surrounding streets (in terms of vehicular flow) is currently being implemented. Within Market Place itself new hard landscaping is being provided which will lead it to become a shared space for pedestrians and vehicles. Some on-street parking will remain, as will the existing bus stop.

5.41 The buildings across much of the town centre make a significant contribution to its unique character, however some of the buildings and spaces which were provided as part of the 1960s/70s redevelopment of parts of the town, make much less of a contribution. These include the Tesco store adjacent to the Brewery car park (which presents a large blank frontage to this area), the buildings around the Forum car park and the modern retail units on Dyer Street.

Occurrence of Crime

5.42 In order to understand the occurrence of crime within Cirencester, we have obtained data from Gloucestershire Constabulary. This is shown in Table 5.2 below for the period August 2015-July 2016 and is broken down by crime type:

Table 5.2 – crime types in Cirencester (August 2015 – July 2016)

Crime Type	August 2015 – July 2016
Anti-social behaviour	216
Bicycle theft	1
Burglary	51
Criminal damage	60
Drugs	12
Other crime	2
Other theft	52
Possession of weapons	0
Public order	7
Robbery	1
Shoplifting	72
Theft from the person	9
Vehicle crime	10
Violent offences	72

Source: Gloucestershire Constabulary

5.43 Table 5.3 below shows the trend in total crimes per month over the August 2015 to July 2016 period.

Table 5.3 – crime month-by-month in Cirencester (August 2015 – July 2016)

Month	Number of crimes
July 2016	57
June 2016	48
May 2016	45
April 2016	38
March 2016	39
February 2016	38
January 2016	30
December 2015	52
November 2015	53
October 2015	54
September 2015	42
August 2015	69

Source: Gloucestershire Constabulary

Summary

5.44 Overall, Cirencester retains its place as the largest and most visited defined town centre in Cotswold District. It is a healthy and attractive centre, with a consistently low vacancy rate and wide range of shops and services. It has a reasonably wide catchment area, extending across the southern and central parts of the District and achieving a reasonably high market penetration rate in most comparison goods categories. Convenience goods shopping provision in the centre is lower than the national average although the centre is capable of attracting both main and top-up food shopping trips.

5.45 In relation to issues for Cirencester going forwards, we consider that the town is best placed in the District for the provision of additional retail floorspace including the ability to attract both local independent and national multiple traders. As such, Cirencester town centre is likely to be the focus for site allocations which is an issue considered later in this report in terms of scale and location of new development.

Bourton-on-the-Water

Structure of the centre

5.46 Bourton-on-the-Water lies within the central part of Cotswold District, immediately to the east of the A429 which links Northleach with Stow-on-the-Wold. It is one of the largest villages in the District and has become an extremely popular tourist destination due to both the landscape and appearance of the village and the presence of a number of tourist attractions including Birdland, a model railway exhibition and a model village. The village centre is probably best identified by the typical Cotswold buildings (with a mix of styles) and the River Windrush which runs along the side of the High Street and with several small bridge crossings.

5.47 The adopted Local Plan defines a Commercial Centre within the village which extends along the High Street from the junction with Station Road in the south to just north of the junction with Rectory Lane (including the southern part of Rectory Lane). Victoria Street is also included in this boundary. The current version of the new draft Local Plan is not proposing to alter this boundary. Neither document has any further frontage or boundary definitions for the village centre.

Diversity of Uses

5.48 Table 5.4 below outlines the 2012 and 2014 CDC land use surveys of Bourton-on-the-Water village centre along with GVA's 2016 update.

Table 5.4: land use profile of Bourton-on-the-Water village centre, 2012-2016

Sector	**2012**			**2014**			**2016**		
	No.	**%**	**Ave**	**No.**	**%**	**Ave**	**No.**	**%**	**Ave**
Convenience	7	8.4	8.6	5	6.4	9.0	5	6.4	9.6
Comparison	39	47.0	41.5	39	50.6	40.5	35	44.9	39.5
Service	27	32.5	35.1	28	36.4	36.9	32	41.0	37.8
Other	1	1.2	1.2	2	2.6	1.2	2	2.6	1.2
Vacant	9	10.8	13.7	3	3.9	12.4	4	5.1	12.1
Total	**83**	**100**	**100**	**77**	**100**	**100**	**78**	**100**	**100**

Source: CDC and GVA land use surveys

5.49 The land use surveys indicate that the total number of retail units in the central area of Bourton has fallen slightly over the past four years and this has been accompanied by small falls in the number of convenience and comparison uses. Over the past four years the number of convenience goods uses in the centre have fallen from 7 to 5 and now occupy a proportion of units which is below the national average. Whilst the number of comparison goods uses has also fallen, the proportion of these units remains well above the national average at 45% of all retail units in the centre.

5.50 The only category of uses to see an increase over the past four years has been service uses, which have risen from 27 to 32 units. This has led to the proportion of service uses in the centre becoming greater that the national average.

Retailer Representation

5.51 The role and function of Bourton-on-the-Water greatly influences the type of retail businesses in the centre of the village, with many orientating their offer towards the visitor/tourism market. The largest convenience goods store in the centre is the Londis store on eastern side of High Street, which extends to 315sq m net sales area and caters for top-up food shopping.

5.52 Apart from the Edinburgh Woollen Mill, comparison goods retailers in the village centre are local independents and have a particular emphasis on gifts, antiques and luxury goods.

Out-of-Centre Retail Provision

5.53 Outside of the town centre, there is a Co-op foodstore on Station Road. This store extends to 743sq m net sales and provides a reasonably wide range of fresh, frozen and pre-packaged convenience goods along with a small selection of non-food goods. Adjacent to the Co-op store is a Countrywide store, selling a range of agricultural, outdoor-related, pet food and clothing goods. Both stores share a surface level car parking area which is accessed from Station Road.

5.54 Mid-counties Co-op, the operator of the existing Co-op store on Station Road has been granted planning permission[9] to redevelop a site on the southern side of Station Road, Salmondsbury House, to provide a 1,800sq m gross (1,300sq m net sales) supermarket. This permission has not been implemented.

5.55 In addition, there is a current planning application for a 2,400sq m (1,680sq m net) supermarket on land adjacent to the A429 on the northern edge of the village. Despite being submitted in 2015, this application remains undetermined. This proposal is part of a wider development including Class B1, B2 and B8 land uses.

Vacancies

5.56 Vacancies within the village centre have fallen in recent years, from 9 in 2012 to 4 in 2016. Vacancies in the centre have, over this period, always been lower than the national average, although they now comprise only 5% of all units in the centre.

Accessibility

5.57 Visits to Bourton-on-the-Water by private car have the option of either a modest amount of on-street parking along the High Street, or the town's main off-street parking facility at Station Road (which is a short walk from the core retail area). Due to the popularity of Bourton during the Spring and Summer months, both on and off-street

[9] 14/00654/FUL

parking can reach capacity regularly and the availability of on-street parking is particularly scarce.

5.58 For public transport, there are a number of bus stops along High Street and Rissington Road and these are visited by services which stop at other points through the village and link to Stow-on-the-Wold, Cheltenham, Bibury, Northleach, Moreton-in-Marsh and Burford. These services are not very frequent, although several services do visit Bourton each weekday.

Customer Views & Behaviour

5.59 The 2016 survey of household shopping patterns and the quantitative assessment contained in Section 6 (and Appendix B) of this report provide the following information in relation food and non-food shopping patterns associated with Bourton:

- The village centre attracts a low level of main food (0%-2%) and top-up food trips (2%-5%) from Zone 6 residents (the zone in which Bourton lies). This is to be expected, particularly for main food trips, given the size of stores in the centre. The main settlements which benefit from trips from Zone 6 residents are Cirencester, Stow-on-the-Wold, Cheltenham and Witney.
- The out-of-centre Co-op attracts between 6%-11% of main food shopping trips and between 27%-48% of top-up food shopping trips.
- Given the visitor/tourism orientated retail offer of the village centre, it is unsurprising that Bourton retains a relatively low level of comparison goods shopping trips from Zone 6 residents. Generally, the village's market share is under 10% for all types of comparison goods, apart from health and beauty goods shopping where it is able to attract 20%-25% of trips from Zone 6 residents.

5.60 Bourton-on-the-Water have responded to CDC's invitation to provide their views and opinions regarding the health of the village centre and a summary of these is outlined below:

- Due to the significant popularity of the village to tourists and visitors, retail provision is split between two distinct elements: those which serve visitors and those which serve residents.

- A significant amount of traders in the village centre are orientated to the tourism market and provide goods and services which are of little interest to local residents. This leads to a significant leakage of shopping trips from the village to Cheltenham and Cirencester. There is an exception to this – a bakery – which sells a range of products which appeals to local residents.
- In the Parish Council's view, traders providing facilities for local residents are not able to pay the same level of rent for premises that tourism-related businesses can afford. This is an on-going concern, with a current planning application to change the use of the existing newsagents to a food and drink related use.
- The replacement Co-op store, which is currently under construction, will hopefully claw back some of the shopping trips which are currently being lost from the village.

Pedestrian Flows

5.61 Pedestrian flows in the centre of Bourton vary throughout the year and are heavily influenced by the amount of visitors to the village. As a consequence, there are high levels of pedestrian footfall throughout the centre during the late Spring, Summer and early Autumn months and during weekends throughout the year. Within the centre itself, the north-eastern side of the High Street is particularly popular, although the river and cafés and restaurant on the opposite side also generate reasonably good levels of footfall.

5.62 Footfall and movement around the village centre is assisted by the low levels of traffic within the centre and the location of off-street car park entrances away from the main pedestrian areas.

Environmental Quality

5.63 Arguably the most important attractor for visitors to Bourton is its character and appearance. The layout of the central area, with buildings respectfully set back from the riverside area, with plenty of landscaping, makes for an iconic image. The amount of grassed areas and public realm around the river allow it to become a centre-piece for the village and allow visitors to spend time and relax in the centre even on the most busy of days.

5.64 There are examples of high quality building styles over several periods, which add variety to the street-scene, with a varied range of building heights. There is clear evidence of these buildings being well-maintained and this care also extends to the quality of maintenance in the public realm.

5.65 Due to the nature of the central part of Bourton-on-the-Water, the opportunities for new development are severely restricted.

Occurrence of Crime

5.66 Data has been obtained from Gloucestershire Constabulary on the occurrence of reported crime in Bourton village centre between August 2015 and July 2016. This is show by individual month and crime type in Tables 5.5 and 5.6 below.

Table 5.5 – crime types in Bourton-on-the-Water (August 2015 – July 2016)

Crime Type	August 2015 – July 2016
Anti-social behaviour	15
Bicycle theft	1
Burglary	6
Criminal damage	6
Drugs	3
Other crime	3
Other theft	2
Possession of weapons	0
Public order	2
Robbery	0
Shoplifting	1
Theft from the person	0
Vehicle crime	1
Violent offences	6

Source: Gloucestershire Constabulary

5.67 Table 5.6 below shows the trend in total crimes per month over the August 2015 to July 2016 period.

Table 5.6 – crime month-by-month in Bourton-on-the-Water (August 2015 – July 2016)

Month	Number of crimes
July 2016	14
June 2016	2
May 2016	1
April 2016	3
March 2016	4
February 2016	1
January 2016	1
December 2015	5
November 2015	5
October 2015	3
September 2015	1
August 2015	6

Source: Gloucestershire Constabulary

Summary

5.68 Bourton-on-the-Water is a healthy and attractive centre, and which is one of the most well-known centres in the Cotswolds due to its character and visitor attractions. The centre of Bourton arguably has more retail units than would be expected for a settlement of this size although the volume of visitors to the centre enables a large number of retail and services to operate in a viable manner. The retail offer in the centre is orientated towards top-up food shopping and a high number of gift shops which means that many shopping trips from local residents are lost to surrounding settlements. However, the proposal to build a new replacement Co-op foodstore is likely to retain a greater amount of main and top-up food shopping trips.

5.69 A key issue for Bourton-on-the-Water going forwards will be the interaction between the needs of local residents and the high level of demand from visitors/tourists. The latter element heavily influences the type of businesses in the village centre and leads to local residents having to travel elsewhere to meet their day to day shopping needs. With little opportunities for new development in and around the village centre, there is likely to be pressure for new shops and services (to meet local needs) elsewhere within the village. This is an issue which will require careful control by the District Council.

Northleach

Structure of the centre

5.70 Northleach lies in the central part of Cotswold District close to the junction of the A40 (which connects Cheltenham to Oxford) and the A429. Both the adopted and draft

Local Plan documents define the same central area which extends to cover The Green, that part of High Street which lies between Farmington Road and The Green, along with Market Place.

Diversity of Uses

5.71 Table 5.7 below outlines the land use mix in the defined central area of Northleach, based on surveys undertaken by CDC and GVA in 2012, 2014 and 2016.

Table 5.7: land use profile of Northleach defined centre, 2012-2016

Sector	2012			2014			2016		
	No.	%	Ave	No.	%	Ave	No.	%	Ave
Convenience	3	21.4	8.6	3	18.8	9.0	3	20.0	9.6
Comparison	3	21.4	41.5	3	18.8	40.5	2	13.3	39.5
Service	5	35.7	35.1	6	37.5	36.9	7	46.7	37.8
Other	1	7.1	1.2	1	6.3	1.2	1	6.7	1.2
Vacant	2	14.3	13.7	3	18.8	12.4	2	13.3	12.1
Total	**14**	**100**	**100**	**16**	**100**	**100**	**15**	**100**	**100**

Source: CDC and GVA land use surveys

5.72 The land use surveys of Northleach show that its central area is increasingly dominated by service uses with a relatively constant level of convenience and comparison goods uses. Convenience goods uses in the centre include a Costcutter convenience store and a butcher, whilst there is also a Post Office and two public houses.

Accessibility

5.73 There are three bus services which visit the centre of Northleach, the most frequent of which travels to Cheltenham, Bourton-on-the-Water and Moreton-on-Marsh. There is also a once-a-day bus service which travels to Bibury, Cirencester and Bourton. The bus stop for these services is on High Street, adjacent to The Green.

5.74 All parking provision in the centre of Northleach is on-street, including space on the main highway and also a number of space at Market Place.

Customer Views & Behaviour

5.75 The 2016 survey of household shopping patterns indicates that Northleach does not feature to any significant extent for comparison goods shopping patterns, apart from health/beauty goods where it is able to attract 7% of trips from Zone 6 residents[10]. For convenience goods shopping, Northleach does not attract any main food shopping trips, although it is able to attract between 4%-10% of top-up food shopping trips from Zone 6 residents.

Pedestrian Flows

5.76 The highest level of pedestrian flow can be found around the southern edge of Market Place and around the adjacent parking area, although there is little variation in the other parts due to the small scale of the defined centre.

Environmental Quality

5.77 Northleach is a typical example of a Cotswolds settlement, with significant use of Cotswold stone within a range of similarly styled 2/3 storey buildings around the Market Place. The presence of cars, along with the high demand for spaces, does detract from the appearance of Market Place although this is a necessary disadvantage in order to ensure that there is easy access to shops and services within the town.

5.78 Due to the historic layout of the central part of Northleach, there are very few development opportunities available.

Occurrence of Crime

5.79 Data has been obtained from Gloucestershire Constabulary on the occurrence of reported crime in Bourton village centre between August 2015 and July 2016. This is show by individual month and crime type in Tables 5.8 and 5.9 below.

[10] The zone in which Northleach lies

Table 5.8 – crime types Northleach (August 2015 – July 2016)

Crime Type	August 2015 – July 2016
Anti-social behaviour	3
Bicycle theft	0
Burglary	1
Criminal damage	0
Drugs	0
Other crime	0
Other theft	1
Possession of weapons	0
Public order	0
Robbery	0
Shoplifting	0
Theft from the person	0
Vehicle crime	2
Violent offences	1

Source: Gloucestershire Constabulary

5.80 Table 5.9 below shows the trend in total crimes per month over the August 2015 to July 2016 period.

Table 5.9 – crime month-by-month in Northleach(August 2015 – July 2016)

Month	Number of crimes
July 2016	2
June 2016	2
May 2016	1
April 2016	1
March 2016	1
February 2016	0
January 2016	0
December 2015	0
November 2015	0
October 2015	1
September 2015	0
August 2015	0

Source: Gloucestershire Constabulary

Summary

5.81 Northleach is one of the smaller defined centres in the District and provides a top-up food shopping and basic service role for local residents. It is an attractive centre although is unlikely to change or grow in the retail hierarchy to any significant extent due to the size of the settlement and the relatively low levels of retailer demand for space in the centre. As such, the focus for the District Council will be to seek to retain the existing range of uses in order that the basic day to day needs of the local population can continue to be met.

Stow-on-the-Wold

Structure of the centre

5.82 Stow-on-the-Wold lies in the northern part of Cotswold District, adjacent to the A429, and between Moreton-in-Marsh to the north and Bourton-on-the-Water to the south. The defined central area in the town lies in western part of the urban area and close to the A429.

5.83 Within the adopted Local Plan, the defined Commercial Centre includes Market Square, Church Street, Sheep Street, Digbeth Street and Park Street. The new draft Local Plan does not propose to define a different area for the Key Centre. The draft Local Plan does not proposed to define any other frontages or areas within the Key Centre boundary.

5.84 There are no proposed allocations for development in the defined central area of Stow-on-the-Wold, which is unsurprising given its historic layout. However, there is a proposed residential development allocation to the west of the town centre at Lower Swell Road.

Diversity of Uses

5.85 Table 5.10 below outlines the diversity of land uses in Stow-on-the-Wold town centre between 2012-2016, based upon surveys undertaken by CDC and GVA.

Table 5.10: land use profile of Stow-on-the-Wold town centre, 2012-2016

Sector	**2012**			**2014**			**2016**		
	No.	**%**	**Ave**	**No.**	**%**	**Ave**	**No.**	**%**	**Ave**
Convenience	11	7.9	8.6	11	7.3	9.0	8	5.4	9.6
Comparison	81	57.9	41.5	90	60.4	40.5	88	59.9	39.5
Service	32	22.9	35.1	36	24.2	36.9	40	27.2	37.8
Other	2	1.4	1.2	1	0.7	1.2	0	0.0	1.2
Vacant	14	10.0	13.7	11	7.4	12.4	11	7.4	12.1
Total	**140**	**100**	**100**	**149**	**100**	**100**	**147**	**100**	**100**

Source: CDC and GVA land use surveys

5.86 Table 5.10 above shows that, over the past four years, the number and proportion of convenience goods uses in the centre has declined and now stands at 5.4% of all surveyed units. This is below the national average of 9.6%. In contrast, the number and proportion of service and comparison goods units has increased. Comparison goods retailers occupy 60% of all surveyed units in the centre which is well above the national average of 40%. However, despite the increase, the proportion of service uses in Stow-on-the-Wold is still well below the national average.

Retailer Representation

5.87 Stow-on-the-Wold is one of the few centres, in the District, outside of Cirencester to attract national multiple convenience and comparison goods retailers. This includes Rohan and Fat Face, along with a Co-op convenience store. Stow is a popular visitor/tourist destination and this is reflected in the mix of comparison goods retailers in the centre, which include a high number of clothing/fashion, furniture and antiques stores. Within the service sector, there is a large number of tea rooms (again, reflecting the tourist sector) whilst Barclays and Lloyds banks are also present.

Out-of-Centre Retail Provision

5.88 A significant store within the overall level of retail provision in Stow-on-the-Wold is the Tesco supermarket which is located outside of the town centre in the northern part of the urban area. This store extends to 1,335sq m net sales and is served by a large adjacent surface level car park. The store itself sells a wide range of fresh, refrigerated, frozen and pre-packaged convenience goods, along with beers, wines and spirits and a modest range of comparison goods. The size of the Tesco store means that it can fulfil a range of main food and top-up food shopping trips.

Vacancies

5.89 Vacancies have declined over the period 2012-2016 and now comprise 11 units across different parts of the centre. This is equivalent to 7.4% of all surveyed units and below the national average of 12%.

Accessibility

5.90 For those travelling to Stow-on-the-Wold by car, the main source of parking provision in the central area is the Market Square. The available spaces can easily become close to capacity at peak periods leading to congestion within the centre and slow moving traffic flows. The alternative for visitors is to park elsewhere in the town and walk in to the centre. The main edge of centre car park is at Maugersbury Road which is approximately a 300-400 metre walk to the central area. This facility is generally under-used, most probably due to the need to pay for parking in contrast to parking in the central area which is free of charge. The Tesco supermarket is also a source of free parking and is not too much further from the centre than the Maugersbury Road car park. There is anecdotal evidence that the Tesco car park is used by workers in the town centre.

5.91 There are a number of bus stops in and around the centre, including Market Square, High Street and Sheep Street. Buses visiting the stop at Market Square provide regular links to Moreton-in-Marsh, Bourton-on-the-Water and Cheltenham, whilst the Market Square and High Street stops provide much less frequent services to Chipping Norton and Burford. The stops on Sheep Street provide a reasonably regular service to Kingham railway station to the south-east of the town.

Customer Views & Behaviour

5.92 The 2016 household survey indicates that the Tesco supermarket attracts a significant amount of the main and top-up food shopping trips associated with Stow-on-the-Wold. Stow lies in Zone 9b of the study area and Tesco attracts between 44%-55% of main food trips and 36%-55% of top-up food shopping trips from this zone. The Tesco is also currently attracting a large amount of trips from zones 6 (Bourton-on-the-Water) and 9a (Moreton-in-Marsh). Convenience goods stores in the town centre concentrate on top-up food shopping with a 43%-53% market share in Zone 9b and a 3%-5% share in Zone 9a.

5.93 Table 6 at Appendix B indicates that Stow is able to attract shopping trips associated with most types of comparison goods. Its core catchment extends across zones 9a and 9b although smaller amounts of trade are also attracted from zones 6, 7 and 10. Stow's market shares in Zone 9b are as follows:

- Clothing/fashion: 5%-7%
- Furniture, floorcoverings, home furnishings: 1%-2%
- DIY: 10%-17%
- Domestic appliances: 20%-23%

- Other electrical goods: 4%-7%
- Health and beauty goods: 64%-73%
- Recreational goods: 7%-10%
- Jewellery, china, glass, books, CDs: 24%-34%

5.94 In addition, Stow-on-the-Wold Town Council have responded to the invite to provide comments on the health of the town centre. They have noted that:

- Stow, like other towns, suffers from a shortage of parking in its town centre and traders often have to suffer disproportionate and sometimes uneconomical business rates when compared to out of centre stores.
- The availability of free car parking in surrounding towns, such as Witney and Chipping Norton, has the ability to draw trade away from the local area.
- The Town Council does not consider that the provision of public transport in Stow-on-the-Wold to be adequate. They consider that service No.801 is not frequent enough, stops running too early in the evening and does not run on a Sunday.
- The A429 Fosseway is subject to congestion and delay which can make Stow a less popular destination for visitors.
- In addition to leakage of shopping trips to Cheltenham, Gloucester and Tewkesbury, the Town Council also consider that there is leakage to Evesham, Stratford, Banbury and Chipping Norton.
- The Town Council have also commissioned a Benchmarking Study which provides information on land uses, parking provision and the views and behaviour of the local population.

Pedestrian Flows

5.95 The highest levels of pedestrian flow in the centre of Stow can be found, unsurprisingly, around Market Square. This provides the core shopping area in the town and also main parking area, both of which add to the sense of vitality. However, this can also cause potential conflict between pedestrians and vehicles as people leave their cars and walks towards the shops and also due to the narrowness of the pavement in some places, leading to pedestrians using the vehicular highway.

5.96 Whilst pedestrian flows are generally lower on Church Street and Digbeth, both remain well-used streets with pedestrians sharing these areas with cars. Both of these streets have been made one-way, due to their size, and Church Street has the advantage of its appearance being a shared space which slows the speed of vehicles. Pedestrians wanting to access the core shopping area also have the option of using the Old Brewery shopping area, which is car free and offers a relaxed pedestrian environment.

Environmental Quality

5.97 Stow-on-the-Wold is another of the iconic and easily recognised town centres in the Cotswolds, with a Market Square enclosed by a collection of historic 2/3 storey buildings, and accessed by a series of narrow streets. Most buildings within the central area are constructed of Cotswold stone, although a small number have been covered in render. The general standard of maintenance of buildings is very good and the shop fronts of most shops and services are sensitive to the buildings that they occupy and the general street scene.

5.98 Like other settlements such as Northleach, the use of the Market Square area is a necessary disadvantage to the general appearance of the central area and the reduction in the number of spaces and the extensive use of tarmac would be a welcome improvement. Indeed, the use of a stone surface along Church Street to create a shared surface along this street creates an attractive area and would be appropriate across other parts of the centre.

Occurrence of Crime

5.99 Data has been obtained from Gloucestershire Constabulary on the occurrence of reported crime in Stow on the Wold town centre between August 2015 and July 2016. This is show by individual month and crime type in Tables 5.11 and 5.12 below.

Table 5.11 – crime types Stow-on-the-Wold town centre (August 2015 – July 2016)

Crime Type	August 2015 – July 2016
Anti-social behaviour	22
Bicycle theft	0
Burglary	5
Criminal damage	10
Drugs	1
Other crime	0
Other theft	34
Possession of weapons	0
Public order	0
Robbery	0
Shoplifting	4
Theft from the person	1
Vehicle crime	2
Violent offences	6

Source: Gloucestershire Constabulary

5.100 Table 5.12 below shows the trend in total crimes per month over the August 2015 to July 2016 period.

Table 5.12 – crime month-by-month in Stow-on-the-Wold town centre (August 2015 – July 2016)

Month	Number of crimes
July 2016	6
June 2016	5
May 2016	6
April 2016	7
March 2016	2
February 2016	6
January 2016	5
December 2015	10
November 2015	4
October 2015	12
September 2015	15
August 2015	7

Source: Gloucestershire Constabulary

Summary

5.101 Stow-on-the-Wold is one of the larger town centres in the District and, as with a number of the other towns, functions as both tourist/visitor destination and as a day-to-day shopping and service centre for the local population. Compared to its size, the centre attracts a relatively low level of comparison goods expenditure from the local population and it is likely that many of the comparison goods businesses are supported by the spending of the high volume of visitors to the town. The same is likely to be true for the food and beverage uses in the centre. Nevertheless, the town is able to attract convenience and comparison goods shopping trips from across the northern part of Cotswold District and the out of centre Tesco supermarket is able to attract trips from the surrounding settlements of Moreton-in-Marsh and Bourton-on-the-Water.

Moreton-in-Marsh

Structure of the centre

5.102 Moreton-in-Marsh lies close to the northern edge of Cotswold District and is a settlement dissected into two by the Oxford to Worcester railway line. The defined Commercial Centre, as set out in the adopted Local Plan extends along High Street in a north-south orientation and also the western part of New Road. The draft Local Plan does not propose to change this boundary for its own Key Centre boundary.

5.103 High Street is also the A429 Fosse Way which links Moreton to Stow-on-the-Wold to the south and Stratford and Wellesbourne to the north.

Diversity of Uses

5.104 Set out in Table 5.13 below is the land use profile of the defined central area of Moreton-in-Marsh between 2012 and 2016. This is based upon CDC surveys in 2012 and 2014 and an updated survey by GVA in 2016.

Table 5.13: land use profile of Moreton-in-Marsh town centre, 2012-2016

Sector	2012			2014			2016		
	No.	%	Ave	No.	%	Ave	No.	%	Ave
Convenience	7	8.4	8.6	7	8.4	9.0	8	9.3	9.6
Comparison	37	44.6	41.5	37	44.6	40.5	37	43.0	39.5
Service	30	36.1	35.1	33	39.8	36.9	35	40.7	37.8
Other	2	2.4	1.2	1	1.2	1.2	1	1.2	1.2
Vacant	7	8.4	13.7	5	6.0	12.4	5	5.8	12.1
Total	**83**	**100**	**100**	**83**	**100**	**100**	**86**	**100**	**100**

Source: CDC and GVA land use surveys

5.105 There has been a small increase the total number of properties in retail use in Moreton-in-Marsh town centre since 2012, from 83 to 86. Over the same period the number of convenience goods uses has increased from 7 to 8 and the proportion of convenience retailers in the centre is now in line with the national average. There has been no change in the number of comparison goods uses in the centre between 2012-2016 and the proportion of these uses remains slightly above the national average.

5.106 There has been a steady rise in service uses in the centre, from 30 in 2012, to 35 in 2016. Service uses now occupy 40.7% of all surveyed unit in the centre, which is slightly above the national average of 37.8%. In contrast, the number of vacancies has gone down, from 7 units in 2012 to 5 units currently. The proportion of vacant units in the centre (6%) is now half the national average (12%).

Retailer Representation

5.107 The two largest convenience goods retailers within the defined centre boundary are Tesco Express and Co-op. Both are convenience style stores and have net sales areas under 150sq m and thus sell a restricted amount pre-packaged and fresh convenience goods. They are therefore primarily attractive for top-up food shopping trips. Both stores are located close to each other on the western side of High Street.

5.108 All comparison goods stores within the centre are local independent traders and there is a particular emphasis on antiques, home furnishings and carpets. Apart from national high street banks such as HSBC and Lloyds and an Ask italian restaurant, the service uses in the centre are also local independents and include a number of cafes and restaurants, hair salons and art galleries.

5.109 There is also a regular weekly market in Moreton, held on Tuesday morning and running until the early afternoon.

5.110 A short distance from the northern edge of the Commercial Centre / proposed Key Centre boundary is a Budgens foodstore. This is currently the largest convenience goods store in the town centre and sells a reasonably wide range of fresh, frozen, pre-packaged and refrigerated convenience goods, along with a small range of comparison goods.

5.111 In addition to the Budgens foodstore, there is also a commitment for a new supermarket on land to the west of the A429 on the southern edge of the town. Planning permission was issued in 2013 and provides for a 1,742sq m net store, with 1,394sq m for convenience goods sales and 348sq m for comparison goods sales. The permission issued by CDC has been subject to a legal challenge (by the operator of the Budgens store) although this has not been successful. The permitted store would, if implemented, provide for a greater range of choice and competition in the convenience goods sector in Moreton and is also likely to stem some of the leakage of convenience goods expenditure which currently flows to the Tesco supermarket in Stow.

Accessibility

5.112 The central area of Moreton possesses a large amount of on-street parking along High Street and also an off-street surface level car park, accessed from Station Road. The parking provision along High Street is split into two types: spaces on the main parts of the vehicular carriageway and also an area between the two parts of High Street which acts as a quasi-off-street parking area. The latter of these two areas is lost on market days. As with some of the other Cotswold towns, such as Stow, demand for these on-street parking spaces along High Street is generally very high

5.113 The main bus stops in the town centre are located adjacent to the Police Station, Corn Exchange and Town Hall and services stopping at these locations include reasonably regular services to Stratford, Stow-on-the-Wold, Bourton-on-the-Water and Chipping Campden. There are also less frequent services to Evesham, Chipping Norton and Pershore.

5.114 Moreton has a mainline railway station which is located a short walk to the east of the centre and is visited by services which travel to Worcester, Malvern, Oxford, Reading and London Paddington.

Customer Views & Behaviour

5.115 Table 4 at Appendix B to this report sets out the convenience goods shopping patterns in the study area and shows that town centre attracts between 4%-5% of main food shopping trips and 41%-44% of top-up food shopping trips from Zone 9a residents . The edge of centre Budgens store is shown to attract 8%-11% of main food shopping trips and 14%-17% of top-up trips from Zone 9a residents. The catchment of Moreton for convenience goods shopping is pretty much limited to Zone 9a, although small amounts of main and top-up food trips are also attracted from zone 5, 6, 7 and 9b.

5.116 For comparison goods shopping, Table 6 at Appendix B indicates that Moreton has either a zero or very minimal market share in clothing/fashion and domestic appliance shopping, although it is able to attract the following market shares in Zone 9a:

- Furniture, floorcoverings, furnishings: 19% market share
- DIY goods: 7%-9% market share
- Health/beauty goods: 31%-36%
- Recreational goods: 17%-22%
- Jewellery, china, glass, books etc: 8%-12%

Pedestrian Flows

5.117 During our visits to the town centre, the highest levels of pedestrian flow along High Street were observed to between its junctions with the A44 to the south and New Road to the north. Whilst the number of shops and services to the south of the A44 junction is relatively low, the intersection of the A429 and A44 do create a particular barrier to pedestrian movement as there are no signal-controlled crossings.

5.118 The busy nature of the A429/High Street also creates a barrier to movement, due to it being the main route through the town. As acknowledged by the 2012 retail study, this situation also has the potential to bring additional passing trade to the town centre and the signal-controlled crossing in the central part of retail area is well used (although there are many instances of pedestrians trying to cross other parts of High Street).

Environmental Quality

5.119 The linear nature of Moreton's town centre is very distinctive amongst the main Cotswold towns and unlike most towns (apart from Tetbury) the centre has to accommodate shops and other businesses, parking and very busy north/south and east/west vehicular routes. Whilst this creates some disadvantages, overall Moreton manages to retain an attractive environment which is clearly well looked after by its local residents and businesses. Due to the nature of the built environment in the centre, there are very few opportunities for new development.

5.120 Properties within the centre are generally 2 and 3 storey, with exclusive use of Cotswold stone throughout. Most shop-fronts are sympathetic to the appearance of their buildings, although there are some exceptions such as the Tesco Express on the western side of High Street. Overall, the historic architecture of High Street is very attractive, with a number of memorable buildings, including Redesdale Hall which lies between the two sides of High Street and whose setting is impacted upon by the proximity of the A429/A44 road junction.

5.121 The areas of soft landscaping along the length of High Street also add significant character to the centre and provide it with a boulevard-type feel.

Occurrence of Crime

5.122 Data has been obtained from Gloucestershire Constabulary on the occurrence of reported crime in Moreton town centre between August 2015 and July 2016. This is show by individual month and crime type in Tables 5.14 and 5.15 below.

Table 5.14 – crime types Moreton town centre (August 2015 – July 2016)

Crime Type	August 2015 – July 2016
Anti-social behaviour	17
Bicycle theft	1
Burglary	9
Criminal damage	11
Drugs	0
Other crime	4
Other theft	12
Possession of weapons	0
Public order	0
Robbery	0
Shoplifting	5
Theft from the person	7
Vehicle crime	4
Violent offences	3

Source: Gloucestershire Constabulary

5.123 Table 5.15 below shows the trend in total crimes per month over the August 2015 to July 2016 period.

Table 5.15 – crime month-by-month in Moreton town centre (August 2015 – July 2016)

Month	Number of crimes
July 2016	1
June 2016	5
May 2016	5
April 2016	6
March 2016	8
February 2016	8
January 2016	4
December 2015	5
November 2015	9
October 2015	7
September 2015	9
August 2015	6

Source: Gloucestershire Constabulary

Summary

5.124 Moreton-in-Marsh has the characteristics of a vital and viable town centre, which is serving the day-to-day needs of the local population and also being attractive to visitors, particularly in relation to furniture, art and antiques shopping. The centre has, over recent years, had a low vacancy rate, indicating that there is demand from retail and service businesses for space in the town. The catchment of the centre, in terms of the District's resident population, is relatively small and is influenced by the surrounding settlements of Stow-on-the-Wold, Evesham and Stratford. However, should a planning permission to build a new supermarket on the southern edge of the town be implemented then this is likely to improve Moreton's market penetration rate for convenience and comparison goods shopping.

Tetbury

Structure of the centre

5.125 Tetbury is the southernmost of the ten main 'town centres' in Cotswold District and lies close to Malmesbury, Nailsworth and Dursley. The defined centre boundary includes Long Street, Market Place and Church Street. Church Street and Long Street comprise the main vehicular route through the town, linking Tetbury with Cirencester to the north-east and Chipping Sodbury/Yate to the south-west.

Diversity of Uses

5.126 We have analysed the 2012 and 2014 land use survey data collected by CDC for Tetbury town centre and also undertaken our own survey in 2016. The land use data is summarised in Table 5.16 below

Table 5.16: land use profile of Tetbury town centre, 2012-2016

Sector	2012			2014			2016		
	No.	**%**	**Ave**	**No.**	**%**	**Ave**	**No.**	**%**	**Ave**
Convenience	7	6.4	8.6	8	6.9	9.0	7	6.0	9.6
Comparison	70	63.6	41.5	71	64.5	40.5	67	57.8	39.5
Service	30	27.3	35.1	30	25.9	36.9	30	25.9	37.8
Other	2	1.8	1.2	2	1.7	1.2	2	1.7	1.2
Vacant	1	0.9	13.7	5	4.3	12.4	10	8.6	12.1
Total	**110**	**100**	**100**	**116**	**100**	**100**	**116**	**100**	**100**

Source: CDC and GVA land use surveys

5.127 The contents of Table 5.16 show that the most notable change in land uses in Tetbury over the past four years has been the steady rise in the number of vacancies in the centre, from 1% of units in 2012 to just under 9% in 2016. A number of these vacancies have arisen along Long Street although it is not apparent whether there is any connection between them. Whilst the proportion of vacant units remains below the national average, we would recommend that this issue is monitored by the Council in order that it does not become an issue which affects the future vitality and viability of the centre.

5.128 In relation to the occupied units in the town centre, the number of convenience goods retailers has remained relatively static over the past four years and the proportion of units is lower than the national average. The number of comparison goods retailers in the centre has fallen very slightly although the proportion of these retailers remains well above the national average at 58%. Conversely, the proportion of service uses in the centre noticeably below the national average at 26%.

Retailer Representation

5.129 Whilst a number of the main town centres in the District are home to antiques dealers/shops, Tetbury is particularly well known for its high concentration of antiques stores. These can be found throughout the centre and particularly along Long Street. There are also a number of art stores and furniture/homeware retailers. The only national multiples present in the centre are Co-op, a Lloyds pharmacy and a Lloyds bank.

5.130 Outside of the town centre there is a relatively large Tesco supermarket, located on London Road to the north of the town centre. The store extends to 1,752sq m net sales and sells a wide range of fresh, refrigerated, frozen and pre-packaged convenience goods along with beers, wines and spirits. The store is served by a large surface car park.

Accessibility

5.131 With Church Street and Long Street forming the main vehicular route through Tetbury, there is a fair amount of traffic travelling through the town centre. This obviously provides opportunities for passing trade for town centre businesses, although it can create difficulties for pedestrian movement around the centre. Visitors arriving by private car have the choice on parking on-street (Long Street and Gumstool Hill) or off-street facilities at Old Brewery Lane and Chipping Street.

5.132 The main bus stops in the town centre can be found in the central part of Long Street and are visited by services which link Tetbury to Stroud, Westonbirt, Minchinhampton and Malmesbury. These services are not particularly frequent and stop by 6pm.

Customer Views & Behaviour

5.133 The results of the 2016 household survey, as summarised in Table 4 (Appendix B) of our quantitative assessment, show that convenience goods stores in Tetbury town centre only attract 2% of main food shopping trips from Zone 2 residents. This is unsurprising given the size of the current stores, such as the Co-op store on Long Street. The centre is slightly more successful in attracting top-up food shopping trips from Zone 2 residents at 4%-5%.

5.134 Most main and top-up food shopping trips from Zone 2 residents which are attracted to Tetbury flow to the out of centre Tesco supermarket. Table 4 indicates that this store attracts between 21%-27% of main food trips and 17%-18% of top-up food trips from Zone 2 residents. Even at this level, a significant number of Zone 2 residents are travelling elsewhere for the main and top-up food shopping. At this point it should be noted that Zone 2 of the study area does not just cover Tetbury but also extends across a wider rural area, with some parts closer to Dursley, Malmesbury and Nailsworth. As a consequence, it would not be expected that convenience goods stores in Tetbury would attract all available expenditure in this zone. As will be commented upon within our quantitative assessment later in this Study, the use of the market share levels for the Tesco store in the 2016 household survey lead to a much lower turnover for this store than estimated in the previous retail study. Whilst, at first glance, this may seem like an under-estimate, it must be noted that a new Waitrose supermarket has opened in Malmesbury and this is likely to have affected Tetbury's wider catchment and market penetration levels since the 2012 retail study.

5.135 In terms of comparison goods shopping, Table 6 at Appendix B to this Study indicates that Tetbury's market share in most categories is no higher than 7%. The exceptions to this area in health/beauty goods (where a 20% market share is achieved) and jewellery, china, glass and books (where a market share of 11%-14% is achieved). Both of these market share levels are for Zone 2 of the study area.

Pedestrian Flows

5.136 As noted above, pedestrian flow around the town centre is influenced by the level of traffic using Long Street and Church Street although there is pedestrian crossing in the central part of Long Street. Movement around the centre also requires pedestrians to cross Market Place and Chipping Street which do not have pedestrian crossings. Pavement areas are generally reasonably wide although there are parts of Long Street and Church Street were pavements become narrow. The busiest parts of the centre are observed to be the eastern end of Long Street and around its junction with Church Street at Market Place.

Environmental Quality

5.137 The whole of Tetbury town centre is covered by a Conservation Area much of the centre is characterised by attractive historic buildings in a mixture of different but complementary styles. The 17th century Market Hall is one of the most distinctive buildings in Tetbury and is a focal point for the centre. It was built in 1655, attracts Grade I listed status, and markets continue to be held underneath the main building.

5.138 The buildings that do not make a positive contribution to the attractiveness of the centre are the post office building on Market Place and Co-op on Long Street. Both are some of the few post-war buildings in the centre of Tetbury and are modern in style, which makes them stand out in the wider streetscene. This area is the only area in the centre where redevelopment may be contemplated.

Occurrence of Crime

5.139 Data has been obtained from Gloucestershire Constabulary on the occurrence of reported crime in Tetbury town centre between August 2015 and July 2016. This is shown by individual month and crime type in Tables 5.17 and 5.18 below.

Table 5.17 – crime types Tetbury town centre (August 2015 – July 2016)

Crime Type	August 2015 – July 2016
Anti-social behaviour	6
Bicycle theft	1
Burglary	2
Criminal damage	5
Drugs	0
Other crime	2
Other theft	0
Possession of weapons	0
Public order	0
Robbery	0
Shoplifting	5
Theft from the person	0
Vehicle crime	1
Violent offences	5

Source: Gloucestershire Constabulary

5.140 Table 5.18 below shows the trend in total crimes per month over the August 2015 to July 2016 period.

Table 5.18 – crime month-by-month in Tetbury town centre (August 2015 – July 2016)

Month	Number of crimes
July 2016	6
June 2016	2
May 2016	1
April 2016	2
March 2016	0
February 2016	1
January 2016	1
December 2015	4
November 2015	2
October 2015	3
September 2015	4
August 2015	6

Source: Gloucestershire Constabulary

Summary

5.141 We consider that the health of Tetbury town centre remains as set out in the 2012 retail study. In particular, it remains an attractive and high quality commercial centre with a particular specialism in antiques, furniture and art goods. The centre provides a reasonably wide range of shops and services, although its catchment, in terms of serving the local resident population, is constrained by the presence of Cirencester, Malmesbury and Nailsworth/Dursley. The one area of change has been in relation to the number of vacancies in the centre which have risen noticeably since 2012 and should be an area for further monitoring for the Council during the life of the Local Plan (including, if these vacancies continue, whether they are arising as a result of: falling retailer demand, premises not meeting the requirements of businesses or whether they are as a consequence of particular actions from landlords).

Chipping Campden

Structure of the centre

5.142 Chipping Campden is the northernmost of the ten main town centres in the District, with Evesham and Broadway to the west and Shipston-on-Stour to the east.

5.143 The defined 'town centre' in Chipping Campden is linear in shape and lies along High Street, from its junction with Church Street in the north-east to its junction with Sheep

Street in the south-west. The defined centre also includes land to the east of Sheep Street, which now accommodates a new sheltered housing development and a car showroom. Properties along both sides of High Street are included in the 'town centre' boundary and parts of High Street are divided to accommodate a number of commercial properties and car parking areas.

Diversity of Uses

5.144 Table 5.19 Below outlines the range of land uses in the defined central area of Chipping Campden, using surveys undertaken by CDC in 2012 and 2014 and a GVA survey of the centre in 2016.

Table 5.19: land use profile of Chipping Campden, 2012-2016

Sector	**2012**			**2014**			**2016**		
	No.	**%**	**Ave**	**No.**	**%**	**Ave**	**No.**	**%**	**Ave**
Convenience	8	12.1	8.6	7	9.2	9.0	7	9.4	9.6
Comparison	29	43.9	41.5	40	52.6	40.5	39	52.7	39.5
Service	21	31.8	35.1	23	30.2	36.9	23	31.1	37.8
Other	2	3.0	1.2	2	2.6	1.2	2	2.7	1.2
Vacant	6	9.1	13.7	4	5.2	12.4	3	4.1	12.1
Total	**66**	**100**	**100**	**76**	**100**	**100**	**74**	**100**	**100**

Source: CDC and GVA land use surveys

5.145 The above data reveals that the number of convenience goods retailers within the centre has fallen by one since 2012 and the proportion of these uses is in line with the national average. Between 2012 and 2014 there was a large jump in the number of comparison goods units in the centre from 29 to 40, with a similar rise in the total number of units being surveyed. Even at 2012, the proportion of comparison good retailers was above the national average and this has risen to just over half (53.7%) of all surveyed units in the centre. The number of service uses has also risen slightly, from 21 to 23, although the proportion of services in the centre remains below the national average.

5.146 Vacancies in the centre have halved between 2012 and 2016, from 6 to 3 units, and now comprise only 4% of all units in the centre which is well below the national average of 12%.

5.147 Within the convenience goods sector, there is a small Co-op convenience store and a range of specialist retailers including bakers, butcher, a cheese shop, delicatessen and a greengrocer. These retailers are likely to attract top-up food shopping trips. Within the comparison goods sector there are a number of antique and art shops along with a selection of gift shops which are likely to appeal primarily to visitors to the area.

5.148 Service uses include a number of tea/coffee shops, restaurants, hair salons and a HSBC bank.

Accessibility

5.149 Vehicular parking within the town centre is all on-street, along High Street, including an (pay and display) area in between the carriageways where High Street splits into two parts. Given the nature of this parking provision, spaces can be limited.

5.150 The draft Local Plan carries forward an allocation from the adopted Local Plan for a car and coach parking area at Wolds End Orchard. Planning permission has been granted for this use but not fully implemented. In our view, whilst the provision of this car park will clearly add to parking capacity in Chipping Campden, it is some distance from the town centre and therefore we consider that it may not be particularly attractive for town centre visitors.

5.151 Bus stops are located on either side of High Street, close to the Town Hall and Market Hall. They are visited by a small range of services, the most regular of which is an hourly service which travels to Stratford-upon-Avon and Moreton-in-Marsh.

Customer Views & Behaviour

5.152 Table 4 at Appendix B to this report shows main and top-up food shopping patterns in the study area (see plan at Appendix A). Chipping Campden lies in Zone 10 of the study area and Table 4 indicates that the centre attracts 2%-3% of main food trips and 17%-19% of top-up food trips from Zone 10 residents. The centre also attracts 1%-2% of main food trips from Zones 7 and 8[11]. These low market shares are unsurprising given the small scale of convenience goods stores in the centre and also the competition from surrounding settlements and their much larger scale of foodstore provision.

[11] The data in relation to Zone 7 is a little surprising given the distance of this zone from Chipping Campden

5.153 In relation to comparison goods shopping, Table 6 at Appendix B indicates that Chipping Campden does not feature in a number of the goods categories. The only category to achieve a reasonably high market share is health and beauty goods where it achieves a 9%-12% market share in Zone 10.

5.154 Chipping Campden also has a Business Forum whose aim is to safeguard, sustain and inspire the economic vitality of the town. It has produced a plan for achieve these aims and this includes retail-related projects including:

- Attracting niche retailers and retaining existing retailers
- ensuring that new town centre developments are mixed use, not just residential
- building upon the success of existing 'craft' retailers in the town
- resisting proposals to change the use of properties away from business use
- increase off-street parking
- engage with local residents and visitors to encourage use of the town's shops

Pedestrian Flows

5.155 During our various visits to the centre, the central part of High Street, around the pay and display car park, was observed to be the busiest location although the levels of activity do not vary significantly throughout the centre. Pavement areas do vary in width although they finished with good quality materials which are in keeping with the built environment. There are no dedicated pedestrian controlled areas which can hamper pedestrian movement around the centre, particularly when High Street has higher volumes of traffic.

Environmental Quality

5.156 A substantial part of Chipping Campden lies within a Conservation Area, including all of the defined 'town centre'. The centre is like many others in the District, with a history of growing along the main route through the town and containing a market hall building. The historic buildings along either side of High Street are generally 2-3 storeys and most are listed. These characteristics severely limit the scope for development opportunities in the central part of Chipping Campden. The placement of a number of buildings in between the carriageways along High Street is a particularly unique feature of the centre and this also includes a small area of green space (containing a war memorial). The presence of a large extent of on-street parking does detract from the overall character of the town centre although this is a necessary disadvantage given the lack of off-street parking elsewhere around the centre.

Occurrence of Crime

5.157 Data has been obtained from Gloucestershire Constabulary on the occurrence of reported crime in Chipping Campden town centre between August 2015 and July 2016. This is shown by individual month and crime type in Tables 5.20 and 5.21 below.

Table 5.20 – crime types Chipping Campden town centre (August 2015 – July 2016)

Crime Type	August 2015 – July 2016
Anti-social behaviour	8
Bicycle theft	0
Burglary	6
Criminal damage	6
Drugs	0
Other crime	0
Other theft	4
Possession of weapons	0
Public order	2
Robbery	0
Shoplifting	0
Theft from the person	0
Vehicle crime	0
Violent offences	2

Source: Gloucestershire Constabulary

5.158 Table 5.21 below shows the trend in total crimes per month over the August 2015 to July 2016 period.

Table 5.21 – crime month-by-month in Chipping Campden (August 2015 – July 2016)

Month	Number of crimes
July 2016	5
June 2016	4
May 2016	3
April 2016	4
March 2016	2
February 2016	2
January 2016	1
December 2015	0
November 2015	1
October 2015	4
September 2015	1
August 2015	1

Source: Gloucestershire Constabulary

Summary

5.159 Chipping Campden is a very attractive small centre, which is considered to display good levels of vitality and viability. A number of the retail and service uses cater for visitors to the District, rather than just the local population, although the centre has a good quality top-up food shopping function with a number of local independent businesses alongside a Co-op convenience store. Based upon the shopping patterns of local residents, the catchment of the centre is relatively limited, given the size and type of shops available and the competition posed by surrounding larger settlements. Parking provision does remain an issue for Chipping Campden and whilst there is a proposed allocation for a new parking area to the north of the town centre, we consider that, due to its location, it may not be popular with regular visitors to the centre.

Fairford

Structure of the centre

5.160 Fairford lies in the southern part of Cotswold District, to the east of Cirencester and to the north of Swindon. It is a popular commuter town for workers in Cirencester and Swindon. It has also experienced a large amount of house-building in recent years. The RAF Fairford air base is also nearby.

5.161 The defined 'town centre' in Fairford lies along the eastern side of High Street and includes a number of properties around the junction of High Street and London Street.

There is also a separate part of the defined centre on the southern edge of London Street which includes five units.

Diversity of Uses

5.162 Table 5.22 below provides a summary of the land use sectors within the defined central area of Fairford, based on surveys undertaken in 2012, 2014 and 2016.

Table 5.22: land use profile of Fairford, 2012-2016

Sector	2012			2014			2016		
	No.	%	Ave	No.	%	Ave	No.	%	Ave
Convenience	2	6.3	8.6	2	6.7	9.0	2	6.7	9.6
Comparison	8	25.0	41.5	10	33.3	40.5	9	31.0	39.5
Service	18	56.3	35.1	14	46.7	36.9	13	44.8	37.8
Other	2	6.3	1.2	1	3.3	1.2	1	3.4	1.2
Vacant	2	6.3	13.7	3	10.0	12.4	4	13.8	12.1
Total	**32**	**100**	**100**	**30**	**100**	**100**	**29**	**100**	**100**

Source: CDC and GVA land use surveys

5.163 As can be seen from Table 5.22, there has been a small decline in the total number of surveyed units in the defined centre, from 32 in 2012 to 30 in 2016. Because of the small size of the centre, comparisons with the national average can sometimes be problematic, due to small changes in unit numbers having disproportionately larger changes in the % of land use sectors. There have been no change in the number of convenience good stores (2) which comprise a Londis and a Co-op.

5.164 Comparison goods retailers have fluctuated slightly (up from 8 to 10 units by 2014 and then a decrease to 9 in 2016). Comparison goods retailers include a Boots, an opticians and art shops. Service uses have been the biggest decline, from 18 in 2012 to 13 in 2016, although they still occupy just under half of all units and include take-aways and coffee shops.

5.165 Vacancies have also risen in recent years, with Table 5.22 indicating that 13% of all surveyed units are currently vacant. However, whilst, on a proportionate basis, this is higher than the national average, only 4 units are currently vacant.

Accessibility

5.166 A bus service visits Fairford, with bus stops located on either side of High Street. The service links Fairford to Cirencester and Lechlade and visits 4/5 times a day. Both on-street and off-street parking in Fairford. A number of on-street spaces are available on both sides of High Street (no parking is available on London Street due to the width of the street), whilst there is a free off-street car park accessed from the junction of High Street, Mill Lane and Park Street.

Customer Views & Behaviour

5.167 Table 4 at Appendix B provides information regarding convenience goods shopping patterns associated with Fairford. It shows that, unsurprisingly, given the size of the existing stores and the close proximity of Cirencester, Fairford only attracts 0.9% of main food shopping trips from residents of Zone 4 residents (the zone in which Fairford is located). However, it is much more successful in attracting top-up food shopping trips from Zone 4 residents, with a market penetration rate of 50%.

5.168 Table 6 (Appendix B) indicates that Fairford does not feature in the market share data for a number of comparison goods categories, although it is able to attract 6% of shopping trips on jewellery, china, glass and book shopping trips from Zone 4 residents, whilst around 30% of trips on health/beauty goods from Zone 4 were retained.

5.169 The Fairford Neighbourhood Plan team have also provided some useful information for the purposes of this health check. A Neighbourhood Plan household survey was undertaken in January 2016 and asked local residents about the usage of local services. 645 responses were received, which equates to around 40% of the local population in Fairford. The most frequently visited facilities were convenience stores (86% visited at least once a week), post office (39% at least once a week and 45% 1-3 times a month), pharmacy (31% at least once a week and 54% 1-3 times a month) and bank (30% at least once of week and 35% 1-3 times a month).

5.170 In terms of goods and services which local residents travelled elsewhere for, but would like to see in Fairford, these were: DIY and hardware goods, a supermarket/greengrocer, bakery, cafes and more public houses. The most mentioned reasons for not shopping in Fairford included: the internet, more convenient to shop elsewhere, limited range of products/shops and difficulty of parking.

5.171 Other salient issues raised by the Neighbourhood Plan team was the small size of retail premises in Fairford, which has an effect on the capacity of retail floorspace, along with the dominance of food and drink catering uses.

Pedestrian Flows

5.172 The highest levels of pedestrian flow in the centre of Fairford are observed to be in the southern part of High Street, around the Co-op and Boots stores.

Environmental Quality

5.173 The High Street area of Fairford is characterised by a terrace of mainly three storey properties along the full length of the eastern side of the street, whilst the western side is more open in character (including St Marys church and Fairford community centre). London Street has mainly two-storey buildings abutting the backs of relatively narrow pavements and creating the sense of a much tighter urban environment. Most of the buildings within the defined parts of the centre are listed and there is a general part of development opportunities in and around the defined town centre area.

Occurrence of Crime

5.174 Data has been obtained from Gloucestershire Constabulary on the occurrence of reported crime in the central area of Fairford between August 2015 and July 2016. This is shown by individual month and crime type in Tables 5.23 and 5.24 below.

Table 5.23 – crime types Fairford (August 2015 – July 2016)

Crime Type	August 2015 – July 2016
Anti-social behaviour	6
Bicycle theft	0
Burglary	0
Criminal damage	2
Drugs	3
Other crime	4
Other theft	0
Possession of weapons	0
Public order	0
Robbery	2
Shoplifting	0
Theft from the person	0
Vehicle crime	0
Violent offences	0

Source: Gloucestershire Constabulary

5.175 Table 5.24 below shows the trend in total crimes per month over the August 2015 to July 2016 period.

Table 5.24 – crime month-by-month in Fairford town centre (August 2015 – July 2016)

Month	Number of crimes
July 2016	0
June 2016	3
May 2016	2
April 2016	4
March 2016	1
February 2016	0
January 2016	1
December 2015	1
November 2015	2
October 2015	0
September 2015	1
August 2015	2

Source: Gloucestershire Constabulary

Summary

5.176 Fairford provides an important convenience goods and service use location for its local population. It is a particularly popular top-up food shopping destination, retaining a large amount of local shopping trips, no doubt encouraged by the presence of Co-op and Londis convenience goods. The presence of a Boots store also helps to retain a reasonably large proportion of shopping trips for health and beauty goods in the centre which has a very attractive appearance, particularly along High Street.

Lechlade

Structure of the centre

5.177 Lechlade lies on the very eastern edge of Cotswold District, close to the border with Swindon and West Oxfordshire. The River Thames runs along with southern edge of the settlement which, historically, led to the town being an inland port.

5.178 The defined ‘town centre’ in Lechlade includes a number of properties on the western side of Burford Street and properties on both sides of High Street, from Market Place in the east to the junction will Mill Lane to the west.

Diversity of Uses

5.179 Table 5.25 below outlines the diversity of land uses in Lechlade over the period 2012-2016 based upon surveys undertaken by CDC and GVA.

Table 5.25: land use profile of Lechlade, 2012-2016

Sector	2012			2014			2016		
	No.	%	Ave	No.	%	Ave	No.	%	Ave
Convenience	3	8.8	8.6	3	7.7	9.0	4	10.0	9.6
Comparison	18	52.9	41.5	20	51.3	40.5	14	35.0	39.5
Service	12	35.3	35.1	15	38.4	36.9	18	45.0	37.8
Other	1	2.9	1.2	1	2.6	1.2	1	2.5	1.2
Vacant	0	0.0	13.7	0	0.0	12.4	3	7.5	12.1
Total	**34**	**100**	**100**	**39**	**100**	**100**	**40**	**100**	**100**

Source: CDC and GVA land use surveys

5.180 Table 5.25 indicates that there has been an increase in the number of units included in the land use surveys over the past four years. In line with this increase, there has been a growing number of convenience retail and service uses in the centre. Convenience goods retailers have increased from 3 in 2012/14 to 4 in 2016. Convenience goods retailers in the centre include a Londis convenience store and a butcher/greengrocer. Service uses have increased from 12 units in 2012, to 18 units in 2016, and now comprises the largest land use sector in the centre (at 45% of all units). The number of comparison goods retailers has fallen between 2012 and 2016, from 18 in 2012 to 14 in 2016. Retailers include antiques shops, a jeweller and a pharmacy.

Accessibility

5.181 Lechlade is visited by one frequent bus service, the No.77, which links the town to Fairford and Cirencester. There are bus stops on Burford Street, Market Place and on the eastern edge of the centre on St Johns Street.

5.182 Car parking within the centre is all on-street and located along Burford Street and an area in the Market Place. There is, however, a proposed allocation in the draft Local Plan (which carries forward an allocation in the adopted Local Plan) for a new car park on the southern side of St John Street. This parking area, if implemented, has the potential to reduce demand for on-street spaces within the town centre although, due to the distances involved, is likely to be mainly attractive to those people who are staying for longer time period in the centre.

Customer Views & Behaviour

5.183 In terms of convenience shopping patterns, Table 4 at Appendix B indicates that Lechlade is able to attract around 7% of main food shopping trips from Zone 4 residents[12]. It also attracts between 23%-26% of top-up food shopping trips from Zone 4 residents.

5.184 In terms of comparison goods shopping, Table 6 at Appendix B indicates that Lechlade attracts the following market shares from Zone 4 residents:

- Clothing / fashion – 1% market share
- Health / beauty goods – 14%-15% market share
- Jewellery, china, glass, books etc – 2% market share
- DIY goods – 1% market share
- Furniture, floorcovering, furnishings – up to 2% market share

Pedestrian Flows

5.185 Levels of pedestrian flow are relatively even throughout the centre although slightly higher levels of flow are to be found around the southern end of Burford Street, Market place and High Street. Pedestrian movement around the centre is assisted by reasonably wide pavements throughout and there is a dedicated pedestrian phase at the signal controlled junction at High Street and Thames Street. There is also a central pedestrian refuge as the A417 passes by Market Place although pedestrians need to be cautious given the heavily trafficked nature of the A417 and the poor visibility at this corner.

[12] The zone in which Lechlade lies

Environmental Quality

5.186 A significant part of Lechlade lies in a Conservation Area and this encompasses all of the town centre. The general appearance of the centre is attractive, although it is certainly affected by the A417 which accommodated large volumes of traffic at peak times. Lechlade has a lower number of listed buildings than some of the other Cotswold towns, although this proportion is still around 50% of all buildings fronting the main shopping streets. Notwithstanding the large amount of parking, the Market Place area has some of the most attractive buildings including the imposing St Lawrence's church.

5.187 The nature and layout of the central part of Lechlade makes opportunities for new development difficult to come by, although opportunities do exist around the edge of centre, such as the proposed car parking area on St Johns Street.

Occurrence of Crime

5.188 Data has been obtained from Gloucestershire Constabulary on the occurrence of reported crime in the central area of Lechlade between August 2015 and July 2016. This is shown by individual month and crime type in Tables 5.26 and 5.27 below.

Table 5.26 – crime types Lechlade (August 2015 – July 2016)

Crime Type	August 2015 – July 2016
Anti-social behaviour	27
Bicycle theft	3
Burglary	5
Criminal damage	11
Drugs	0
Other crime	0
Other theft	4
Possession of weapons	0
Public order	0
Robbery	0
Shoplifting	0
Theft from the person	1
Vehicle crime	1
Violent offences	6

Source: Gloucestershire Constabulary

5.189 Table 5.27 below shows the trend in total crimes per month over the August 2015 to July 2016 period.

Table 5.27 – crime month-by-month in Lechlade (August 2015 – July 2016)

Month	Number of crimes
July 2016	2
June 2016	4
May 2016	5
April 2016	0
March 2016	6
February 2016	2
January 2016	4
December 2015	3
November 2015	5
October 2015	8
September 2015	8
August 2015	11

Source: Gloucestershire Constabulary

Summary

5.190 Overall, Lechlade is considered to be a healthy centre which has a particular orientation towards service uses which have grown in number since 2012. It has less of a comparison goods shopping role than some of the other Cotswold centres and this is also no doubt influenced by the proximity to Swindon. The centre of Lechlade has a limited impact upon main food shopping trips in the local and is more successful in attracting top-up food shopping visits.

South Cerney

Structure of the centre

5.191 The final of the larger ten principal settlements is South Cerney. This village lies in close proximity to Cirencester and is proposed to be classified as a 'local centre' in the retail hierarchy. The village has seen a high amount of house-building in recent years and lies close to the Cotswold Water Park area. The defined 'town centre' in South Cerney lies on either side of Clark's Hay.

Diversity of Uses

5.192 Table 5.28 below shows the land use composition of the defined centre of South Cerney, using CDC and GVA land use surveys from 2012, 2014 and 2016.

Table 5.28: land use profile of South Cerney local centre, 2012-2016

Sector	**2012**			**2014**			**2016**		
	No.	**%**	**Ave**	**No.**	**%**	**Ave**	**No.**	**%**	**Ave**
Convenience	0	0.0	8.6	0	0.0	9.0	0	0.0	9.6
Comparison	2	20.0	41.5	2	20.0	40.5	2	20.0	39.5
Service	7	70.0	35.1	7	70.0	36.9	7	70.0	37.8
Other	1	10.0	1.2	1	10.0	1.2	1	10.0	1.2
Vacant	0	0.0	13.7	0	0.0	12.4	0	0.0	12.1
Total	**10**	**100**	**100**	**10**	**100**	**100**	**10**	**100**	**100**

Source: CDC and GVA land use surveys

5.193 Table 5.28 indicates that there have been no changes in the number and proportion of convenience, comparison, service and other uses in South Cerney over the past four years and it is difficult to draw meaningful comparisons with the national averages due to the small size of the centre. Within the above classification it should be noted that the South Cerney News unit has been classified within the 'other' category, although it should be noted that it also sells a small amount of convenience goods.

5.194 Outside of the defined centre, there is a Spar convenience store on Broadway Lane which sells a reasonable range of convenience goods and will be the focus for food shopping amongst local residents.

Accessibility

5.195 Whilst it is likely that a number of visitors to the defined centre of South Cerney will do so on foot due to the size of the village and the localised nature of provision, people travelling by private car are able to park on-street on Clarks Hay and there is also a small off-street parking area adjacent to the doctors surgery.

Customer Views & Behaviour

5.196 Table 4 at Appendix B shows that, unsurprisingly, given the size of convenience goods stores in the village and the close proximity of Cirencester, no main food shopping trips were undertaken in South Cerney. However, the village is able to attract 1% of top-up food shopping trips from zones 1 and 3.

5.197 South Cerney does feature in many of the comparison goods market share categories shown in Table 6 at Appendix B, apart from health and beauty goods where is attracts 4% of trips from Zone 1 residents and 1 of trips from Zone 3 residents.

Pedestrian Flows

5.198 Due to the small size of the defined centre, it is not possible to distinguish between different parts of the centre, which overall has modest levels of pedestrian flow throughout the day.

Environmental Quality

5.199 Only part of the defined centre lies within South Cerney's Conservation Area and, as noted above, the buildings in the centre lie in a low density environment. This does provide for some infill development opportunities. The Old George Inn is a listed building whilst CDC Conservation Area Appraisal document for South Cerney indicates that the post office, fish and chip shop and adjacent church are all buildings of 'special character'. Most of the buildings within the centre are pre-war, apart from the doctors surgery building.

Occurrence of Crime

5.200 There were no reported crimes within and immediately around the defined central area of South Cerney between August 2015 and August 2016.

Summary

5.201 Due to the size of the village and close proximity to Cirencester, the small number of shops and services in South Cerney, such as an out of centre convenience store, in-centre pharmacy, hair salon and take-aways, concentrate upon serving the local population of the village. Whilst the village has seen reasonably significant development of houses in recent years, we do not consider that the function and character of the centre is likely to change to any significant extent over the Local Plan period and will remain one of the lower order, but nevertheless important, centres in the District's retail hierarchy. A key issue for South Cerney going forwards will be its ability to maintain a basic range of day to day shops and services for its local population. This will be through careful examination of proposals to lose retail and main town centre uses.

Villages

5.202 In addition to the ten Principal Settlements with defined 'centres' in the proposed retail hierarchy, the brief for this study asks for an examination of the retail provision in the other 7 Principal Settlements identified in Cotswold District. These 7 Principal Settlements, tend to be larger villages. This review is set out below for each settlement:

- Andoversford. Post office and Dales Stores on Station Road and the Royal Oak pub on Gloucester Road.
- Blockley. Blockley has a Village Shop and Café on Bell Lane and two public houses: the Great Western Arms and the Crown Inn.
- Down Ampney. Village shop located off Charlham Way.
- Kemble. Kemble has a combined post office and general store on Windmill Road.
- Mickleton. Mickleton, which lies at the northern edge of the District, has a number of retail and service-related businesses including two public houses (Kings Arms and Butchers Arms), a village store and a post office.
- Upper Rissington. There are two co-op stores within Upper Rissington: one on Sopwith Road (operated by Midcounties Co-op) within the older part of the village and another within the new Victory Fields residential-led mixed use development. The Co-op at Victory Fields is part of a village square which has four other retail/service/leisure units.
- Willersey. Willersey, which is located on the north-western edge of the District, accommodates two public houses, a restaurant (Vermontier) and a general store. There is also a petrol filling station in the village.

5.203 In terms of the range of facilities in these settlements, there is no general guide as to what these sizes of centres must contain although we consider it encouraging that each has a convenience store/village shop. Whilst the presence of other services such as public houses and café/restaurants are important in terms of providing wider community services, we consider that a convenience store/village shop is the most important element of local provision and their retention will be important in terms of ensuring the sustainability of these centres in the future. The results to the household survey show that stores in each of these settlements, apart from Kemble, attract food shopping trips.

Other Retail Facilities

5.204 In addition to the 17 principal settlements, there are a number of other retail facilities across the District, including farm shops and garden centres. These include:

- Garden centres:
  - Batsford Garden Centre
  - Fosseway Garden Centre
  - Dobbies garden centre, near Cirencester
  - Wyevale Garden Centre, Lechlade
- Farm shops:
  - Chesterton Farm Shop, near Cirencester
  - Butts Farm Shop, near Cirencester
  - Cotswold Foodstore & Café, Longborough, near Moreton-in-Marsh
  - Organic Farm Shop, Abbey Home Farm, Cirencester
  - Daylesford Organic Farm Shop

5.205 These facilities are likely to appeal to local residents, particularly in terms of occasional shopping trips, with visits to farm shops likely to supplement more frequent food shopping trips elsewhere. In addition, some of the larger and more attractive facilities are likely to attract visitors from outside of the District. These include Daylesford Organic Farm, which offers a wide range of food and non-food goods along with cafe and restaurant facilities, and is likely to draw from a wide catchment across Gloucestershire and parts of Oxfordshire and Warwickshire. Retail facilities such as Daylesford have the potential to attract additional expenditure into the District and support job opportunities. This is clearly a positive factor associated with these facilities, although due to the rural location of many of these facilities, it is not possible to quantify whether visits to these facilities also have spin-off benefits for retailers in any of the 17 principal settlements.

6. The Need for Retail Floorspace in Cotswold District

Introduction

6.1 As set out in the NPPF and NPPG, an assessment of the need for new retail floorspace is a key part of the evidence base for the preparation of development plan documents. In addition, whilst there is no longer a test of 'need' within development management, a large part of the assessment of need (i.e. the quantitative assessment of shopping patterns and store/centre turnover levels) provides a very important part of the assessment of financial impact of proposals for retail development.

6.2 As a consequence, this section of the retail study report examines the need for retail floorspace across the 10 largest principal settlements in Cotswold District. In particular, it examines:

- The quantitative need for new retail floorspace, split into separate assessments for convenience and comparison goods floorspace;
- Taking into account the findings of the previous section of this report, a review of the qualitative aspects of retail provision across the main settlements in Cotswold District.

6.3 The results of our assessment are outlined for each settlement in turn below, although we start with a summary of the basis for the retail need forecasts.

The Basis for the Retail Need Forecasts

Quantitative assessment

6.4 The set of quantitative need assessment tables informing this study are contained in Appendix B at the rear of this report. They are structured in the following manner:

- Table 1 – population forecasts
- Table 2 – per capita expenditure forecasts
- Table 3 – total available retail expenditure forecasts
- Table 4 – market share of convenience shopping facilities

- Tables 5a-5d – study area derived turnover of convenience facilities
- Table 6 – market share of comparison shopping facilities
- Tables 7a-7d – study area derived turnover of comparison facilities
- Table 8 – benchmark turnover of convenience goods facilities in the Cotswold District area
- Table 9 – turnover of retail commitments
- Tables 10a-10j – quantitative need/capacity forecasts for convenience retailing in Cotswold District
- Tables 11a-11f – quantitative need/capacity forecasts for comparison retailing in Cotswold District

Study Area

6.5 Key to the assessment of existing shopping patterns and store/centre turnover levels is the setting of an appropriate study area for the quantitative assessment. For this study, we have chosen the same study area as the 2012 retail study and, with one exception, the same study area zones. Use of the same area allows for consistency and enables a time series comparison to be made.

6.6 The one exception in relation to the study area zones is Zone 9 of the 2012 study. This zone covered both Moreton-in-Marsh and Stow-on-the-Wold leading to a difficulty in ascertaining data on specific shopping patterns in each settlement. This was highlighted during the consideration of the recent supermarket proposals in Moreton-in-Marsh. Therefore, for the purposes of this latest study, we have split Zone 9 into two parts: Zone 9a which covers Moreton-in-Marsh and Zone 9b which covers Stow-on-the-Wold.

6.7 A plan showing the study area and its constituent zones can be found at Appendix A to this report. The geography for the study area is based on postcode sectors and a schedule of the various sectors included in each of the study area zones is also included in Appendix A.

Forecasting Dates

6.8 The timeframe for the quantitative assessment has been set at 2016-2031, with interim assessment years at 2021 and 2026. This matches the timeframe for the new Local Plan and enables the study to examine the phased need for new retail floorspace over this 15 year period.

Catchment Population

6.9 The first stage of the assessment of quantitative retail capacity is to assess the resident population of the various zones within the study area. For the purposes of this study, we have obtained base (2011) population data for each zone from Experian which draws upon the 2011 Census. In relation to future population projections we have worked with CDC officers to provide bespoke forecasts for those zones (and parts of zones) covering the CDC administrative area[13] and rely on Experian's forecasts for the other study area zones (and parts of zones outside of CDC). In particular, we have adopted CDC's forecast that the District's population will grow by 14,400 people between 2011 and 2031, a figure which has been used to establish the Objectively Assessed Need for Housing.

6.10 CDC have provided population growth forecasts between 2011 and 2031 and this growth has been distributed across the zones that cover the CDC administrative area. The distribution of population growth across these zones has been based upon completions and commitments between 2011-2026 and future house-building post 2016.

6.11 For the other zones in the study area, we have relied upon Experian's forecasts up to 2031.

Price Basis

6.12 All monetary values in this report are in constant 2015 prices, unless otherwise stated, so as to exclude the effects of price inflation.

[13] Zones 1, 6 and 9, and part of zones 2, 4, 7, 8 and 10

Per Capita Expenditure

6.13 For this updated assessment, we have used the latest estimates of per capita retail expenditure on convenience and comparison goods from Experian, for each of the study area zones. The data which has been obtained is for the year 2015, expressed in 2015 prices.

6.14 In order to bring the per capita spending levels up to the base year for the assessment (2016) and then across the assessment period (2016-2031) we have followed these assumptions:

Convenience goods expenditure.

- 2016 = -0.2%
- 2017 = -0.1%
- 2018 = -0.9%
- 2019 = -0.1%
- 2020 = 0%
- 2021 = +0.2%
- 2022 = -0.1%
- 2023 = -0.1%
- 2024-2026 = 0% pa
- 2027-2028 = +0.1% pa
- 2029 = 0%
- 2030 = +0.1%
- 2031 = +0.2%

Comparison goods expenditure.

- 2016 = 3.3%
- 2017 = 1.5%
- 2018 = 0.9%

- 2019 = 2.1%
- 2020 = 2.9%
- 2021 = 3.3%
- 2022 = 3.4%
- 2023 = 3.4%
- 2024 = 3.3%
- 2025 = 3.1%
- 2026 = 3.1%
- 2027 = 3.1%
- 2028 = 3.0%
- 2029 = 3.1%
- 2030 = 3.2%
- 2031 = 3.4%

6.15 These forecasts have been provided by Experian in their Retail Planner Briefing Note 13 (2015)[14] .

6.16 Per capita expenditure data for convenience goods shopping and the nine different categories of comparison goods shopping are contained in Tables 2a-2d at Appendix B for 2016, 2021, 2026 and 2031.

Special Forms of Trading (including internet shopping)

6.17 In line with the 2012 study, convenience and comparison goods shopping patterns associated with 'special forms of trading', particularly internet shopping, is included in the quantitative analysis but is shown separately in the market share and study area derived turnover levels. This allows the quantitative assessment to take into account actual current shopping patterns associated with, for example, the internet, for

[14] Figure 6, Appendix 3

convenience and comparison goods. It is, however, excluded from our assessment of quantitative need for new additional retail floorspace.

6.18 Tables 3a -3d at Appendix B show total available expenditure within each of the 11 study area zones, totals which are calculated by multiplying the resident population data in Table 1 with the per capita expenditure data within Tables 2a-2d.

Shopping Patterns in the Study Area

6.19 As outlined in Section 1 of this report, a new survey of household shopping patterns has been commissioned for this assessment. A copy of the study area plan is contained at Appendix A.

6.20 The survey has been structured in order to obtain information on the following types of shopping in the eleven study area zones:

- For convenience (food) goods shopping, separate information on main food and top-up food shopping trips has been obtained.
- Comparison goods shopping has been split up into nine different categories (to match the 2008 study) including: clothes/shoes, furniture/floorcoverings, DIY, textiles, Domestic appliances, smaller electrical goods, health/beauty goods, books/CDs/DVDs, glassware/tableware/jewellery and recreation/luxury goods. Separate shopping patterns information has been obtained for each of these categories.

6.21 The 'raw' shopping patterns information from the household survey has been summarised and this information is contained within Table 4 at Appendix B for convenience goods shopping and Table 6 at Appendix B for comparison goods shopping.

6.22 Within Table 4 (Appendix B) the market shares for the various centres in the retail hierarchy, plus out of centre stores, have been provided, with main food and top-up food shopping market shares within each of the 11 study area zones shown separately. Tables 5a to 5d turn the market share levels into study area derived turnover estimates by applying the market shares in Table 4 to the total available expenditure estimates in Table 3 (Appendix B) for each zone. In order to take account of the split between main food and top-up food expenditure, we have applied a split of 70%/30%.

6.23 2016 study area derived turnover levels are shown in Table 5a, with 2021, 2026 and 2031 turnover levels shown in Tables 5b-5d. For the avoidance of doubt, it should be noted that the study area derived turnover levels in Tables 5b-5d for 2021-2031 are based on constant market shares although in reality some of these levels may change when committed retail floorspace begins trading. Therefore, Tables 5b-5d should only be seen as the starting point for the quantitative assessment.

6.24 A similar approach is taken in relation to comparison goods shopping, with Table 6 showing the market shares of the main town centre, along with out of centre provision in the District. Table 6 is arranged to show the market share for each settlement for each comparison goods category in each of the 11 study area zones.

6.25 Using a similar approach to the convenience goods assessment, Tables 7a-7d translate the market shares in Table 6 into study area derived turnover levels for each settlement, broken down into the nine comparison goods categories.

Visitor Expenditure from outside the Catchment Area

6.26 In order to take into account the potential for shoppers travelling from outside of the study area and spending in retail facilities in the Cotswold District area, an allowance has been made for 'expenditure inflow'. In our view, this is a reasonable approach to take given the attractiveness of the District area to both day visitors and also UK / overseas tourists.

6.27 We have adopted data from 'The Economic Impact of Gloucestershire's Visitor Economy 2014: Cotswold District' report prepared by The South West Research Company Ltd for CDC. This report notes that retail businesses in Cotswold District attracted £72.7m of retail expenditure from visitors. We have taken this overall total figure and then divided it into spending on convenience and comparison goods and then distributed it to the principal settlements included in this analysis. This distribution is initially based upon the market shares of each settlement from the results of the 2016 household survey (i.e. we have assumed that visitors will behave in a similar manner to local residents in terms of convenience and comparison goods shopping) and then refined to take into account the attractiveness of the retail offer in individual settlements to visitors and spending outside of the main settlements. For example, comparison goods retail facilities in Bourton-on-the-Water are likely to be disproportionately more popular to visitors than local residents.

Floorspace

6.28 For the main foodstores and supermarkets across the District, data has been obtained from the Institute of Grocery Distribution (IGD) database, supplemented by information from CDC, planning applications, Ordnance Survey and GOAD data.

6.29 For those retail commitments included in the quantitative assessment (see below), floorspace information has been obtained from planning application forms and supporting information, plus data held by CDC.

Sales Densities & Benchmark Turnover Levels

6.30 Having established the current turnover of existing centres/stores, it is essential to be clear whether this represents a reasonable baseline for forecasting purposes. In other words, are existing facilities trading broadly in line with 'acceptable' levels, or is there evidence that facilities are underperforming or trading at such high levels that 'overtrading' is occurring. In order to guide this assessment, a 'benchmark' turnover should be established and then compared to the actual turnovers calculated. This approach allows the determination of how existing floorspace is performing. Where actual turnover significantly exceeds benchmark turnovers then existing floorspace may be overtrading. Conversely, if actual turnovers are significantly less than the benchmark turnover then existing floorspace may be under trading.

6.31 For our quantitative assessment of convenience goods floorspace, we have applied the latest estimates of company average performance levels (£/sq m) provided by Verdict Research and Mintel for existing foodstores and supermarkets. These estimates are based on the average performance level of each retailer's convenience goods floorspace stock (i.e. total convenience goods turnover of a particular retailer divided by the total amount of convenience goods floorspace within that retailer's store portfolio), rather than its overall retail floorspace offer[15].

6.32 For other convenience floorspace across the District, we have applied company average performance levels where national multiple foodstores are present. For the remaining parts of the convenience goods sector, floorspace information is not

[15] which will comprise both convenience and comparison goods floorspace.

available and therefore we have assumed that existing (2016) turnover levels are equivalent to benchmark turnover levels. This latter approach was adopted by PBA for all convenience goods floorspace in the 2012 study and therefore our latest approach marks a departure from the 2012 study (as trading variances from national company averages are now taken into account) and provides some similarities to our approach in the 2007 retail study for convenience goods floorspace.

6.33 For our comparison goods assessment, the large quantity of comparison goods retailers makes it very difficult to follow the same approach as the convenience goods assessment, not least because many company average performance levels will not be known. Therefore, we have a choice between making an assumption over an appropriate average sales density for all existing comparison goods floorspace or adopting the position that the trading performance of existing stores is in equilibrium with their benchmark turnover. The latter approach is usual for retail capacity studies and was the approach taken by PBA for the 2012 retail study. It also presents the opportunity for this Study to either assume current equilibrium at 2016 or link the benchmark turnover of comparison goods stores back to the levels used in the 2012 retail study.

Commitments

6.34 In order to properly assess whether capacity exists for additional convenience and comparison goods floorspace in the Cotswold District area, our assessment takes into account a number of retail floorspace commitments. These are detailed at Table 9 at Appendix B and include the approved foodstores in Bourton-on-the-Water, Moreton-in-Marsh and the retail element of the large mixed use development at Upper Rissington on the former RAF site.

Assessment of Quantitative Need

6.35 Following the establishment of the basis for the forecasts, we now go on to describe our quantitative need forecasts for convenience and comparison goods retail floorspace in the 10 largest principal settlements in Cotswold District. The forecasts are based on statistical analysis contained in Tables 10a-10j at Appendix B for convenience floorspace and Tables 11a-11f at Appendix B for comparison floorspace. These are outlined for each main settlement in turn later in this section, although before we do so some general points should be noted.

6.36 In order to translate surplus expenditure capacity levels in Cotswold District, we have used indicative sales densities for convenience and comparison goods floorspace. For new convenience goods floorspace, we have adopted a sales density of £12,000/sq m. For new comparison goods floorspace, we have assumed a sales density of £6,000/sq m (assumed to rise in relation to increases in floorspace efficiency).

6.37 The convenience goods floorspace density adopted should be used as a guide and is more in line with the larger grocery operators such as Tesco, Sainsburys, ASDA, Waitrose and Morrisons. These retailers generally trade either in line with or above this level. In contrast, other types of grocery retailer, such as discount retailers, trade at levels well below the level used in our quantitative assessment. Thus the format in which new floorspace is provided will affect the amount of such floorspace which can be supported in terms of retail capacity. It will therefore be necessary to review the implications for retail capacity in each location as and when specific proposals for new floorspace come forward, taking account of the format of the proposed store and their likely occupiers and sales densities.

6.38 Similar principles apply for certain types of comparison goods floorspace. Some types of retail warehouse format, due to the need for large units and bulky goods, can have lower sales densities than high street style retailers. Therefore, the principles outlined in the paragraph above will apply.

Qualitative Retail Need Assessment

6.39 Equally as important as the quantitative assessment is the consideration of qualitative indicators of need for retail floorspace. The NPPF and NPPG do not provide any guidance on how qualitative aspects of need should be assessed and therefore we have referred back to the (now superseded) Practice Guidance supporting PPS4 which, in our view, provides some useful and common sense indicators. These are: deficiencies and gaps in provision, the quality of existing provision, overtrading, choice and completion and location specific needs. In addition, we consider that our assessment of retailer demand and retail market conditions will also have an important part to play in deciding on the overall level of need for new retail floorspace in each of the principal settlements.

Quantitative Need Assessment

6.40 The results of our quantitative need assessment are contained in Tables 10a-10j at Appendix B for the convenience goods floorspace across all of the ten main settlements.

6.41 Tables 11a-11f at Appendix B provide the results of our assessment of the six largest centres in terms of turnover (and which coincide with the same six centres covered by our 2007 retail study). The reason why only the six largest centres have been covered for comparison goods floorspace is that for those other centres which have a smaller comparison goods turnover the results of a quantitative capacity exercise become less meaningful.

6.42 From the outset it should be noted that the results of our latest quantitative exercise cannot be directly compared with the results of the 2012 retail study, as only a District-wide assessment was undertaken by PBA. PBA did however seek to divide the District-wide figure to four main centres (Cirencester, Tetbury, Moreton and Bourton) on the basis of the intended strategic approach to these centres in the wider hierarchy at that time. It is therefore possible to make a broad comparison and we do so later in this section.

Convenience goods floorspace

6.43 Table 10a1 provides the quantitative assessment for convenience goods floorspace in Cirencester and shows that, in 2016, the town attracted £107.9m of convenience goods expenditure. An allowance is made for a further £8.6m of spending on convenience goods from outside of the study area by visitors, reflecting the scale and choice of facilities in the town. This leads to a total turnover potential for the town of £116.6m at 2016.

6.44 When compared with the benchmark turnover of all existing convenience goods stores (£121.2m) and the turnover of commitments (£0.8m)[16], Table 10a1 shows that there is a small over-supply of convenience goods floorspace in Cirencester, which is represented by a minus £5m residual expenditure figure. However, a surplus of residual expenditure

[16] Assumes that the new retail floorspace at West Way could be occupied by convenience goods retailers

returns in 2026 and extends to £2.9m. On the basis of an indicative convenience goods sales density figure of £11,916/sq m, which is representative of a larger format grocery store, this equates to a floorspace capacity of 247sq m net. Use of a sales density associated with a smaller discount or convenience style format could lead to a higher amount of indicative capacity.

6.45 This 2026 capacity figure is provided on the basis of a constant market share for Cirencester and this is followed through to 2031 when the surplus expenditure figure is £7.2m. This translates into an indicative capacity level of 603sq m net.

6.46 This assessment does not suggest a significant quantitative capacity for convenience goods floorspace in Cirencester. Indeed, when qualitative factors are taken into consideration (outlined later in this section), there is not a strong case for planning to raise Cirencester's market share which would in turn raise future capacity levels. Indeed, we consider that whilst Cirencester is always likely to have a strong market share in convenience goods shopping trips in the foreseeable future, Cirencester is a centre which could lose market share in the future should other settlements in Cotswold District achieve improvements in their own convenience goods market shares. An example of this could be the development of the committed new foodstore at Station Road in Bourton-on-the-Water which could affect the amount of expenditure flowing from Zone 6 of the study area.

6.47 Therefore, we have undertaken a sensitivity test for the Cirencester capacity assessment in Table 10a2 and which lowers the town's convenience goods market share to take into account the effects of the Bourton foodstore development[17]. This shows a reduced capacity of 20sq m net at 2026 and 368sq m net at 2031. We consider that these second set of forecasts are the more appropriate ones for the quantitative assessment.

6.48 Table 10b presents the quantitative assessment for convenience goods floorspace in Tetbury. It shows that over the whole of the assessment period, and assuming a constant market share for the town, there is no quantitative need for additional convenience goods floorspace. A major contributor to this situation is the survey-

[17] We have assumed that the Bourton foodstore could stop 50% of the current leakage of convenience goods expenditure from Zone 6 to stores in Cirencester.

derived trading performance of the Tesco store. Our current assessment indicates that it turns over around £10m per annum which is down considerably from the £15m estimate included in the 2012 retail study. The latest household survey shows that the Tesco in Tetbury is only able to attract between 21%-27% of main food shopping trips from Zone 2 residents (the zone in which Tetbury lies) and the 2016 household survey shows that stores in Stroud, Dursley, Yate and Malmesbury are particularly attractive to Zone 2 residents for main food shopping. Indeed, it should be noted that the Waitrose store in Malmesbury has opened since the previous 2012 retail study.

6.49 Table 10c shows a modest level of surplus convenience goods capacity in Chipping Campden over the period 2016-2031 (130sq m net to 159sq m net). A surplus is shown as existing floorspace is trading slightly above the assumed benchmark level and that the town attracts only £4.2m from study area residents at 2016. Such a comparatively low level of turnover is unsurprising given the competition posed by the surrounding towns of Shipston, Evesham and Stratford and their attractiveness to Zone 10 residents (the zone in which Chipping Campden lies).

6.50 The outcome of the quantitative assessment for Stow-on-the-Wold is contained in Table 10d. It shows a small surplus in expenditure (£2.5m) at 2016, rising to £5m at 2031. The reasons behind this modest surplus are the reasonably successful trading performance of all stores in the town, including the out of centre Tesco and the smaller stores in the town centre, along with the ability of the town to attract trips from nearby Moreton-in-Marsh. However, this modest surplus in convenience goods expenditure is likely to be eliminated if a new foodstore is built in Moreton-in-Marsh as the flow of convenience goods expenditure from Zone 9a of the study area is reduced. Therefore, it should be assumed that for the purposes of the quantitative capacity assessment there is zero capacity for convenience goods floorspace in Stow over the Local Plan period.

6.51 The quantitative assessment for Moreton-in-Marsh is contained in Table 10e at Appendix B. The assessment includes the turnover of the committed supermarket at Fosseway Farm and, in line with the other nine settlements, assumes a constant market share. In reality, the implementation of the supermarket permission would significantly increase Moreton's market share although we do not consider that such an increase would lead to a quantitative need for further convenience goods floorspace.

6.52 A contributory factor to the contents of Table 10e is the trading performance of the Budgens store to the north of the town centre. Our assessment, which is based upon the results of the 2016 household survey, indicates a very low turnover for Budgens which is below company average levels and well below the level predicted by the 2012 retail study. Whilst the use of surveys is unlikely to provide a 100% accurate prediction for all stores/centres within a given area in every instance, we consider that the 2016 household survey has under-estimated the attractiveness of the Budgens store for main and top-up food shopping trips from the local area. This may need to be acknowledged in any future work undertaken by CDC on retail impact issues in Moreton-in-Marsh although for the purposes of this quantitative assessment even a higher convenience goods turnover for the Budgens store will not change our conclusion that there is not a quantitative need case for additional convenience goods floorspace in Moreton-in-Marsh.

6.53 The quantitative assessment for Bourton-on-the-Water is set out at Table 10f. It shows that existing convenience goods stores in the village are attracting £6.2m of convenience goods expenditure which can be compared to a slightly higher benchmark turnover for these stores of £7.6m. This suggests that existing performance does not lead to any current quantitative need. Table 10f also includes the turnover associated with the new foodstore at Station Road within the analysis and, given that there is not any formal requirement to cease trading convenience goods from the existing Co-op store when the new store opens (even though this would appear to be a potential scenario should Co-op occupy the new store) we have not discounted any turnover associated with this existing store.

6.54 As a consequence of including this permission, Table 10f indicates that, based upon a constant market share, there would not be a surplus convenience goods expenditure in Bourton over the assessment period. As a consequence of the new (Station Road) foodstore being implemented, we consider that a material rise in Bourton's convenience goods market share is likely and this is likely to have an impact upon the market share of stores in Cirencester and Stow-on-the-Wold as more trade is retained in Zone 6 of the study area. However, even with this increase in market share, there is unlikely to be a strong case to suggest that there is a quantitative need for any additional convenience goods floorspace in Bourton-on-the-Water. This will be reinforced by the development of a convenience goods store at Upper Rissington which would help to retain trips in the village and reduce the reliance that Upper Rissington residents place upon stores in Bourton.

6.55 Table 10g indicates that South Cerney has one of the smallest convenience goods turnover of the 10 main centres in the District, at just £0.5m. This is perhaps unsurprising given the size of the settlement. Table 10g also includes the turnover associated with the planning permission for a retail store at High Street and assumes that it will be occupied by a convenience store, leading to a situation where there is no surplus expenditure within South Cerney over the assessment period (assuming a constant market share).

6.56 Table 10h indicates that Northleach also has a similarly small convenience goods turnover at £0.5m. We assess that this is likely to be slightly lower than the benchmark turnover of existing stores (£0.8m), leading to a situation where there is an initial negative level of residual expenditure (-£0.3m) at 2016. Due to the small market share of Northleach, this negative capacity will remain over the assessment period (2016-2031) assuming a constant market share for convenience goods shopping.

6.57 Table 10i indicates that the estimated total turnover of convenience goods stores in Lechlade matches the benchmark turnover level at 2016 (£3.0m). With no commitments to be taken into account, Table 10i indicates that all future expenditure growth associated with Lechlade can be translated into additional convenience goods floorspace capacity. However, given the small market share of Lechlade, this is minimal, at 8sq m net at 2021, rising to 23sq m net at 2031.

6.58 The final settlement under consideration is Fairford and the results of our assessment are contained in Table 10j. It indicates that existing convenience goods stores are trading above their assumed benchmark turnover levels, leading to a theoretical surplus expenditure of £1.9m at 2016. This is forecast to rise at a modest level to £2.4m at 2031, which is equivalent to an indicative floorspace capacity of 160-200sq m net over the assessment period.

Comparison goods assessment

6.59 As noted above, our quantitative assessment for comparison goods floorspace has concentrated upon the six settlements which have the largest turnovers and were also the six centres covered by our quantitative assessment in the 2007 retail study. The reasons for concentrating on Cirencester, Tetbury, Chipping Campden, Stow-on-the-Wold, Bourton-in-the-Water and Moreton-in-Marsh are that these are the only settlements where there is a sufficiently large turnover/market share to establish a future growth in expenditure/floorspace capacity.

6.60 Tables 11a-11f show that there is a considerable difference in comparison goods turnover between Cirencester and the other five centres, reflecting its role as the only significant comparison goods shopping destination in the District.

6.61 For Cirencester, two scenarios are presented: one which assumes that the current (2016) turnover of comparison goods stores in the town is equivalent to the current benchmark turnover of these stores, and an alternative which provides a link back to part of the benchmark turnover data used in the 2012 retail study[18].

6.62 Table 11a1 indicates that comparison goods stores across Cirencester currently attract around £97.5m of comparison goods expenditure, which is boosted by around £14m of spending from visitors from outside of the study area. This provides a total turnover potential of £111.6m at 2016. A precise comparison with the 2012 retail study cannot be made, as that report did not provide an estimate total comparison goods turnover of the town, although Table 5 of that report did indicate that the study area derived comparison goods turnover of Cirencester was £96.9m (2009 prices). When converted to 2014 prices, to match our assessment, this equates to a study area derived turnover of £98.1m. Therefore, a comparison between the two assessments indicates that the study area turnover of the town has risen very slightly although not at a level commensurate with increasing available comparison goods expenditure.

6.63 For the purposes of this first scenario, we have assumed that the 2016 total turnover of stores in Cirencester is equivalent to their total benchmark turnover. This is potentially a little generous in terms of making expenditure growth available to support new floorspace if one were to assume that the 2012 turnover levels formed an appropriate baseline and the lower level of turnover growth between 2012-2016. This is reinforced by the Cirencester Retail Park development which was not included in the 2012 study and which has added circa 3-4,000sq m of gross comparison goods floorspace to the town's retail stock.

[18] The assessment adopts the 2012 study area derived turnover for all comparison goods stores in Cirencester, makes an allowance for expenditure inflow (to match our latest assessment) and brings this total turnover level up to a 2016 level taking into account increases in floorspace efficiency.

6.64 However, based upon this approach, Table 11a1 indicates a surplus expenditure level of £10.5m by 2021, rising to £24.4m in 2026 and £42.7m in 2031. As noted previously in this report, the robustness of the forecasts beyond 2021 is reduced due to the length of time involved in these forecasts and the ability for unforeseen events to affect retail spending by consumers. When turned into an indicative floorspace capacity, Table 11a indicates 1,592sq m net by 2021, rising to circa 3,321sq m net by 2026 and circa 5,210sq m net by 2031.

6.65 The alternative scenario links the benchmark turnover of all comparison goods stores in Cirencester back to the data contained in the 2012 retail study and also takes into account the comparison goods turnover associated with Cirencester Retail Park[19] which was missing from the 2012 assessment. This is shown in Table 11a2 and shows that there is a larger initial deficit in residual expenditure at 2016 (-£19.2m) and this deficit continues to 2021 (-£9.7m). Capacity returns by 2026 (£1.8m or 249sq m net) and then rising to £17.5m (or 42,138sq m net) by 2031.

6.66 When the floorspace associated with Cirencester Retail Park is taken into account, the assessment in Table 11a2 is broadly in line with the predictions made in the 2012 retail study regarding comparison goods floorspace in Cirencester. In particular, the new Retail Park has soaked up the capacity which was forecast for 2017-2022 (2,200sq m net)[20] and this suggests that there is no urgent short term quantitative need for additional comparison goods floorspace in Cirencester.

6.67 In terms of the other five settlements, Table 11b-11f indicate the following:

- Tetbury. For the purposes of our latest assessment, we have removed the DIY commitment (previously taken account of by the 2012 retail study) as it has now been superseded by a residential development proposal and Table 11b at Appendix B indicates a modest level of comparison goods floorspace capacity of 110sq m net at 2021, rising to 337sq m net at 2031. These figures are generally in line with the recommendations of the 2012 retail study for Tetbury.

[19] Home Bargains, Pets at Home, Sports Direct, Peacocks & Poundstretcher
[20] See Table 7.6 on page 63 of the 2012 retail study

- Chipping Campden. Small levels of surplus capacity of 41sq m net at 2021, rising to 81sq m net at 2026 and 125sq m net at 2031.
- Stow-on-the-Wold. Quantitative capacity for an additional 116sq m net by 2021, rising to 233sq m net at 2026 and 362sq m net at 2031.
- Moreton-in-Marsh. Based upon a constant market share and taking into account the comparison goods floorspace element of the committed supermarket at Fosseway Farm, Table 11e indicates that there is not any quantitative capacity for net additional comparison goods floorspace in Moreton-in-Marsh between 2016-2031. This is a change from the 2012 study where 600sq m net was recommended to be allocated although is explained by the subsequent decision of CDC to grant planning permission for the Fosseway Farm supermarket.
- Bourton-on-the-Water. Our quantitative assessment takes into account the comparison goods floorspace element of the committed new supermarket at Station Road. On this basis, there is no quantitative capacity for additional comparison goods floorspace in Bourton-on-the-Water over the period 2016-2026, and only a small level (42sq m net) at 2031. This is obviously a change from the recommendation of the 2012 study which allocated 250sq m net to Bourton although is explained by the subsequent decision of CDC to grant planning permission for retail floorspace in the village.

Qualitative factors

6.68 Turning now to the consideration of qualitative factors, we have undertaken an assessment of each of the ten largest principal settlements in terms of their convenience goods shopping role and then considered the District as a whole in terms of comparison goods shopping. The reason for this approach is based upon the more localised nature of convenience shopping and a realistic acknowledgement that comparison goods shopping in Cotswold District is likely to be polarised towards Cirencester based upon the competition from surrounding centres (Cheltenham, Swindon, Oxford etc) and the small size of many of the Cotswold towns which indicates that they are very unlikely to be able to attract a wide range of comparison goods retailers.

Convenience goods floorspace provision

6.69 Within Cirencester there is now a very good range of convenience goods stores across the town. There are two large supermarkets outside of the town centre (Waitrose and Tesco Extra), supplemented by a reasonably large town centre Tesco store. There are now two discount foodstores (ALDI and Lidl) along with a town centre Marks & Spencer Simply Food store and a range of town centre independent niche/specialist businesses. Based upon this provision, it is little surprise that the town is able to retain over 85% of main food shopping trips from Zone 1 residents and has a catchment which extends into a number of the other survey areas. On this basis, we do not consider that there is any qualitative deficiency over convenience goods floorspace provision in Cirencester

6.70 The only location specific need in relation to the qualitative aspects of convenience goods floorspace in the future might be in relation to the Chesterton Strategic Site, South of Cirencester. This is a planned large scale new community and we consider that it would be appropriate for it to have its own retail facilities including a convenience store. We provide further (policy) advice on this aspect in Section 7 of this report, although it is important to note that any convenience store (plus the wider local/neighbourhood centre) should be appropriately sized and have a catchment which does not extend beyond the new community that it seeks to serve.

6.71 Following the introduction of the out of centre Tesco store in Tetbury a number of years ago, choice and competition significantly improved. We consider that the town has a good level of provision overall although is biased towards the out of centre Tesco. The latest household survey does show however a poorer market penetration for the Tesco than previous studies, with leakage to stores in Stroud District and Malmesbury. However, whilst this leakage suggests that Tesco is experiencing competition from these settlements it doesn't necessarily amount to a significant qualitative shortfall within Tetbury.

6.72 Within Chipping Campden, existing provision is oriented towards smaller scale stores in the town centre. It is therefore unsurprising for the town centre to attract very few main food shopping trips from Zone 10, although it is able to retain 17%-19% of top-up food trips. Whilst there is a natural desire to see more trips being retained, the ability to do so a affected by the size of the settlement, the expenditure capacity which is available and the likely attitude of the grocery retail sector to this part of the District. As a consequence, we consider that Chipping Campden town centre will continue to perform primarily a top-up food shopping role for the local community.

6.73 Convenience goods provision in Stow-on-the-Wold is dominated by the out-of-centre Tesco supermarket. 62% of local residents (in Zone 9b) indicated that they used the Tesco on their last main food shopping trip and 44% used it on the trip before that. The store also attracts trips from the Bourton-on-the-Water and Moreton-in-Marsh zones, indicating a wide catchment. In addition, the Co-op store in Stow-on-the-Wold town centre is very popular for top-up food shopping trips and we consider that when considered overall, Stow has a good quality of provision and there is no need for the new Local Plan to plan for an increase in convenience goods provision in Stow over the plan period.

6.74 Within nearby Moreton-in-Marsh, CDC has granted planning permission for a new out of centre supermarket at Fosseway Farm. This permission has survived a legal challenge and would be the largest store in the town and slightly bigger than the recently extended Budgens store. The Budgens store has a reasonably wide range of convenience goods and is an attractive good quality store. It is supported by two much smaller (Tesco Express and Co-op) stores in the town centre. These existing facilities provide a reasonable convenience goods offer although there has been consistent evidence of leakage of shopping trips from Moreton-in-Marsh to other settlements, primarily the Tesco at Stow-on-the-Wold. However, the latest (2016) household survey also indicates that just over half of main food shopping trips from Zone 9a (which includes Moreton-in-Marsh) are flowing to stores outside of Cotswold District. This includes Evesham, Stratford and Cheltenham.

6.75 We have already commented earlier in this section that the low market share of the Budgens store is surprising given the quality of its retail offer, although we do not consider that it changes the general picture in Moreton which is one of aspiring to a general improvement in the qualitative aspects of the retail offer. The Fosseway Farm commitment can, in our opinion, achieve this improvement although it remains unimplemented. Given the state of the grocery market, with the traditionally dominant retailers effectively stopping their new supermarket development programme, and no sign of Moreton on the published list of requirements from Lidl and ALDI, there is a possibility that this permission may go unimplemented.

6.76 Bourton-on-the-Water has traditionally been able to keep a modest amount of main and top-up food shopping within the village although the larger stores in Cirencester and Stow-on-the-Wold have attracted a large number of trips. The out of centre Co-op store has been the most successful store and there are plans by Midcounties Co-op (the operator of that store) to open a new larger store elsewhere on Station Road. This would provide a qualitative improvement to the overall offer in the village and this out of centre location would appear to be the only realistic way of doing so due to layout of the central part of the village. We understand that the Co-op are continuing to make efforts to discharge the pre-commencement conditions on their permission and therefore, at the present time, it would appear that this store is proceeding to implementation.

6.77 There is also a further undetermined planning application for a foodstore on the northern edge of the village. It is not the purpose of this Study to consider the development management merits of the proposal although, based upon our foregoing analysis, we do not consider that there is a qualitative (or quantitative) need for the Council to plan for any further convenience goods provision in the new Local Plan.

6.78 The final centres are South Cerney, Lechlade, Northleach and Fairford. Whilst each has its own individual characteristics, they are similar in terms of their convenience goods retail provision which is heavily orientated towards small convenience stores and local independent niche/specialist operators. Each settlement performs reasonably well in terms of its top-up shopping role and South Cerney has a planning permission for a new convenience store on High Street which will reinforce this role and help to retain some day-to-day trips from the local community. In our opinion, the size of these settlements will also influence the level and type of retailer demand for convenience goods floorspace. This will be focused upon convenience stores of up to 400sq m, including those of 280sq m in order to conform to the current Sunday trading laws.

Comparison goods floorspace provision

6.79 In relation to the qualitative aspects of comparison goods floorspace provision across Cotswold District, there is a clear divide between Cirencester and the other main settlements. Cirencester has by far the largest comparison goods floorspace and its town centre accommodates a mixture of local independent and national multiple retailers whilst there are a number of out of centre stores selling a mixture of bulky and non-bulky goods. In contrast, the nine other centres are dominated by local independent traders, many of whom operate in niche retail sectors, and the amount of floorspace occupied is at a much smaller scale.

6.80 Therefore, when considering indicators such as 'choice and competition' an immediate reaction may be to suggest that there is a qualitative need in these nine non-Cirencester settlements. However, when examined in a way in which retailer demand is brought into consideration, it is clear to us that there is unlikely to be any significant change in the type of comparison goods offer in these settlements. In relation to national retailers, there is very little demand from these types of businesses in the nine towns. Very few national comparison goods retailers occupy space in these locations, one exception being Fat Face in Stow-on-the-Wold, as the size of the catchments is too small to operate in a viable way. There are exceptions, such as Fat Face and this is likely due to the tourist/visitor levels in Stow and we would not rule out demand from national multiples in the future in Bourton-on-the-Water.

6.81 Instead, the important comparison goods businesses to the nine settlements are local independent traders. A number of these operate within a particular niche or specialist retail sector and have a catchment which extends beyond the traditional food shopping catchment of the centre. There are also particularly popular retail sectors in some of the settlements, such as antique retailing in Tetbury and Moreton-in-Marsh. Such businesses are extremely important to the health and attractiveness of the Districts town centres. However, in our experience demand from these businesses will be in relation to existing premises rather than purpose-built new build accommodation. As a consequence, projections which show quantitative capacity for net additional comparison goods floorspace are likely to be diluted by the realities of the commercial property market. Therefore, we would recommend that, rather than showing a 'need' in terms of quantitative capacity targets in some or all of these nine settlements for comparison goods shopping, the Local Plan should instead express the needs of these settlements in terms of retaining existing businesses in their defined centres and seeks to accommodate the needs of retailers who want to locate in these centres via the refurbishment, extension and conversion of property in line with the sequential approach.

6.82 In relation to Cirencester, there is likely to be greater scope, in our opinion, to outline retail needs in both quantitative and qualitative terms. As set out above, it is the one centre in Cotswold District which attracted demand from both national multiple retailers and local independent traders and is the centre with the largest potential to continue to improve choice and competition. At the present time, the there is demand for around 1,850sq m gross floorspace from comparison goods retailers include shoe, fashion and furniture retailers and charity shop businesses. Around half of this demand comes from one furniture retailer. In recent past there has also been additional demand from home furnishing, fashion, children's wear, outdoor wear and pets goods retailers. It should be noted, however, that demand from these retailers will be related to existing floorspace and not necessarily just new-build accommodation.

6.83 Our own experience of the local market in Cirencester town centre is of a centre with good levels of demand for a town of this size and location, with vacant property in prime/popular areas re-occupied in reasonably short periods of time. There is also evidence of solid rental levels in retail property, as retail businesses see the town centre as a popular and attractive location to attract customers.

6.84 We also consider that demand from comparison goods retailers has the potential to fill new-build and converted non-retail property although this is likely to be at a modest scale and certainly not at the scale currently being seen in nearby towns such as Cheltenham.

6.85 Therefore, from a qualitative perspective, we do consider that there is an opportunity to provide a net increase in comparison goods floorspace in Cirencester town centre. This is likely to be at a modest scale and will occur alongside the additional demand from food and drink café and restaurant uses which are becoming an increasingly important part of the suite of land uses needed to attract people to town centres.

Conclusions on the Need for New Retail Floorspace in Cotswold District

6.86 Having regard to the foregoing assessment of quantitative and qualitative need, we have reached the following conclusions:

- For convenience goods retail floorspace, we have found Cirencester is the only settlement which has any meaningful quantitative need for net additional floorspace. This amounts to a modest 400sq m net sales area over the whole of the Local Plan period up to 2031. For the other nine main settlements in the District, any surplus quantitative need which does existing is likely to be very small and the previous identification of a need for net additional floorspace in Moreton-in-Marsh and Bourton-on-the-Water has been met by the grant of planning permission for new foodstores in these settlements.

- In relation to comparison goods floorspace, our analysis has found that there remains a quantitative and qualitative case to plan for new floorspace in Cirencester over the Local Plan period. The level of floorspace need has reduced since the previous study due to the grant of planning permission for the Cirencester Retail Park development and extends to 2,100sq m net. For the other nine main settlements, we would recommend that, rather than showing a 'need' in terms of quantitative capacity targets, the Local Plan should instead express the needs of these settlements in terms of retaining existing businesses in their defined centres and seeks to accommodate the needs of retailers who want to locate in these centres via the refurbishment, extension and conversion of property in line with the sequential approach. This is on the basis that any levels of quantitative capacity in these centres is likely to be minimal and demand from mainly local independent traders will be focused upon existing property.

7. Assessment of Potential Development Sites and Recommendations Regarding Development Plan Policy

Assessment of Potential Development Sites in Cirencester

7.1 Following the assessment of the need for additional retail floorspace across Cotswold District, there is a requirement, under paragraph 23 of the NPPF, to allocate sites commensurate with the level of identified need. Given that the identification of need has centred upon Cirencester, both in this Study and the 2012 retail study, this section of our assessment concentrates upon the following four sites which are identified in policies S1 and S3F in the Submission Draft version of the Local Plan[21]:

- Brewery car park and adjacent areas;
- Forum car park;
- Sheep Street island;
- Waterloo car park

7.2 We consider that an appropriate place to start with the assessment is the Brewery car park and surrounding area, bearing in mind planning permission has now been granted for a mixed use redevelopment scheme including retail and food/drink uses and a cinema. We have not included the new retail floorspace in this scheme as a commitment as the redevelopment will not see a net gain in Class A1 retail floorspace on the site. However, in practice, it is likely that the development has the potential to attract new retailers to Cirencester bearing in mind the modern nature of the new floorspace being proposed. It is therefore, in our opinion, important for the Local Plan to acknowledge the contribution of the Brewery car park area as being able to meet part of the need for new retail floorspace in Cirencester. Indeed, the permitted

[21] There is a fifth site listed in policies S3F and S1 – the Memorial Hospital – although this has not been included in our analysis as it is identified for residential uses

development has the potential to improve the appearance and functionality of this area, providing a better link between the Brewery car park and the core shopping area. It also has the potential to provide a better link between Cricklade Street and Castle Street, as the existing route through the Brewery car park area is likely to be seen at the moment as a secondary route.

7.3 In relation to consideration of further development on the Brewery car park, the primary consideration here will be replacement provision elsewhere as, notwithstanding parking capacity issues, this is seen as one of the primary parking locations in the town centre. It appears to us that the most attractive area for a second phase of retail development will be on the north-eastern half of the existing car park. This would enable retail units to front both sides of a pedestrianised area. In order to accommodate this arrangement, parking would need to be re-provided elsewhere in the town centre or, as an alternative, for CDC to consider the relocation of the bowls club in order to retain the same/similar level of provision in this location. A plan of this area is contained at Appendix D to this report. The car park area to the south west of the site, adjacent the bowls club, does not form part of the allocation for further development because it is considered too far removed from the core retail area to provide an extension to it; and in order to keep some car parking in this location due to the popularity of this car park

7.4 In addition, the Council would need to consider the provision of car parking spaces adjacent to Tesco Metro store, as part of any redevelopment options. We would not encourage a redevelopment scenario which encourages Tesco to leave the town centre.

7.5 The other site in the town centre which has previously been identified as having potential as a retail development location is the Forum car park. This is a surface level car park located in the eastern part of the town centre and surrounded by retail properties fronting Dyer Street to the north, the police station / magistrates court buildings to the west, a telephone exchange to the east and commercial uses to the south (on the opposite of South Way).

7.6 A key issue facing the Forum car park is its connectivity to the surrounding core retail streets: Dyer Street and Cricklade Street. The most obvious route is via Dyer Street although visibility is restricted and the route is characterised by few low density town centre uses. Whilst a revised highway and public realm layout may overcome some of these concerns, we consider that the inclusion of the police station and magistrates court site would be an advantage. In particular, it would bring the site closer to Dyer Street and provide better visual linkages. In addition, it would provide a potentially large redevelopment area. The inclusion of the police station and magistrates court site would also offer better connections to Cricklade Street, making the redevelopment site feel closer to the main retail circuit in the town centre.

7.7 Finally, once again, the issue for at least part of this site is car parking provision, with the likely requirement that any lost spaces will need to be re-provided for elsewhere or as part of a multi-level on-site parking provision.

7.8 The next site is the Sheep Street island site which lies on the western edge of the town centre and contains a relatively large surface level car park and some attractive buildings on the site. The previous retail studies have considered this site not to be ideal for retail development due to its separation from the main town centre retail area and also the format of the car parking area (which is likely to be the main part of the site which can potentially be made available. Therefore, we see no reason to depart from the conclusions of the earlier studies and reach the view that, if the site is to be redeveloped, it will be for alternative uses, such as residential and/or office uses, or it may be able to expand its parking capacity should there be a need to provide more capacity which has been lost elsewhere in the town centre. That said, the presence of a number of listed buildings around the site may constrain the ability to provide a multi-level facility.

7.9 The final area is the Waterloo surface level car park and the adjacent properties fronting on to the northern side of Dyer Street. In the Local Plan only the car parking area is proposed to be allocated, for a mixture of office and car parking uses. If the car parking area is considered in isolation, this area would not be particularly attractive for comparison goods retailing or food/drink uses, given the poor links through to the core shopping area and Dyer Street. As the draft Local Plan suggests, we consider that office and parking uses are more appropriate and this facility has the potential for expansion and may be a suitable candidate for a multi-level facility. However, the scale of increase in capacity will be constrained by the need to respect the amenities of surrounding residential uses.

7.10 As discussed in the previous retail studies, there is the potential to amalgamate the Waterloo car park with retail and commercial properties fronting Dyer Street. The attractiveness of this option has always been to remove some of the poorer quality properties and replace them with new buildings which make a better contribution to the street scene along Dyer Street. We consider that this remains an opportunity for the future but is likely to an opportunity for the medium to longer term as the different parts of the site will need to be assembled and existing leases allowed for run out. It would also perhaps cause some confusion in the market if this area was promoted alongside one or two of the other sites in the town centre for retail development.

7.11 Overall, we consider that the Brewery car park and Forum car park sites are likely to offer the best potential for new appropriately size retail floorspace (which is likely to be as part of a mixed use scheme). Unfortunately, as with many other town centre opportunity sites across the country they are currently well used car parks and their partial or total loss is likely to need re-provision elsewhere. CDC fully understands this position and has (A) set out the need for protection and re-provision of car parks in the draft Local Plan, and (B) is currently undertaking an exercise which examines car parking demand/capacity and potential alternative car parking options for the town centre.

7.12 The results of these two pieces of work will need to be brought together by CDC in order to form a strategy which shows how the provision of new development can take place alongside the provision of car parking capacity in and around the town centre. We would recommend that this strategy also considers how the projects will be implemented, particularly in relation to the inter-action of public sector landownership and private sector development expertise. This will include how the various sites are 'packaged up' to gain the most amount of interest (and delivery certainty) from the private sector. In addition, the strategy should also consider the opportunities to bring in adjacent properties (such as the police station and magistrates court) in order to make the redevelopment potential of these areas more attractive.

Advice on Planning Policies & Town Centre Boundaries / Frontages

7.13 As part of the brief for this Study, CDC requires advice on the content of the retail and town centre related policies in the June 2016 version of the draft Cotswold District Local Plan 2011-2031. Advice is also sought in relation the various 'town centre' boundaries for the ten largest principal settlements in the District's retail hierarchy.

Chapter 9: general town centre and retailing policies

7.14 Within chapter 9 of the draft Local Plan, policies EC7-EC9 relate to retailing and town centre issues. EC7 outlines the retail hierarchy in the District, with four tiers of centre, including Primary, Key, District and Local Centres. Having regard to the foregoing parts of this Study, we consider that the hierarchy is reflective of the role and function of the 10 main centres in the District. In reaching this conclusion we have undertaken an analysis of the number of units in each of their defined centres along with their respective convenience and comparison goods (study area derived) turnover levels. This is shown in Table 7.1 below:

Centre / Tier	No. of Units in Defined Town Centre	Convenience Goods Turnover (£m)	Comparison Goods Turnover (£m)
Primary Town Centre			
Cirencester	300	£108m	£104m
Key Centres			
Bourton-on-the-Water	78	£5.5m	£4.4m
Chipping Campden	74	£4.1m	£2.7m
Moreton-in-Marsh	86	£7.6m	£7.6m
Stow-on-the-Wold	147	£17.9m	£6.5m
Tetbury	116	£10.0m	£6.2m
District Centres			
Fairford	29	£5.0m	£2.7m
Lechlade	40	£2.8m	£1.7m
Local Centres			
Northleach	15	£0.5m	£0.8m
South Cerney	10	£0.5m	£1.2m

7.15 The data shows that, generally, the 10 largest principal settlements are grouped correctly in the four tiers of the retail hierarchy. This is most clearly shown in terms of the number of units in each of the ten defined town centres where there are four clearly defined groupings. A similar situation is true in terms of convenience and comparison turnover levels although the only anomaly is the convenience and comparison goods turnover levels for Fairford which are similar to turnover levels in Bourton-on-the-Water (convenience) and Chipping Campden (comparison), both of which are higher in the centre hierarchy.

7.16 In relation to the other seven smaller principal settlements, it should be noted that they each have a noticeably lower number of main town centre uses that the two Local Centres in the hierarchy. They also have lower market shares for convenience goods shopping and, finally, none have a focused area where the main town centre uses are located. For these three reasons, we do not consider that any of the seven smaller principal settlements should feature on the retail hierarchy and proposals involving main town centre uses in these settlements will fall to be considered under Policy INF2.

7.17 We also recommend that, in addition to outlining the retail hierarchy and indicating the approach to local shops in the other centres, EC7 should also outline the general strategy for retail provision in the District. This should include the approach to the provision of additional retail floorspace in Cirencester (see below) and the support which will be given to maintaining and enhancing the retail function of the other nine main centres in the retail hierarchy. These additions will help to set the development plan strategy for retail provision across the District.

7.18 Policy EC8 provides the main development management policy for proposals within the defined 'town centre' boundaries in the District and also proposals for main town centre uses which are located outside of these defined boundaries. Having regard to the contents of the June 2016 version of this policy, we have the following comments to make:

- It would be useful if the different parts of the policy were reorganised in order to place the in-centre development management parts of the policy together. This will make the policy earlier to read.
- It is possible that criteria (a) and (e) of part 2 of EC8 could be considered to be contrary to national policy insofar as they relate to issues surrounding 'need' and 'scale'. We therefore consider they should be removed from the next version of the policy.
- Part 1 of the policy, which relates to the sequential test, should be expanded to indicate that preference will be given to edge and out of centre sites which are

accessible and well-connected to town centres and that the local authority will expect applicants to be flexible in terms of scale and format of their proposals.

- Whilst the issue of impact is covered in draft Policy EC9, we recommend that reference to the impact test is also included in EC8 and should include the two national impact tests of: impact on town centre vitality and viability and impact on town centre investment.
- Bearing in mind Cirencester town centre has three different frontage/area definitions and the other nine main centres have just one, we recommend that this characteristic is acknowledge in an updated version of part 4 of EC8 (including a link back to Policy S3A).
- We consider that, in terms of proposals which involve the loss of main town centre uses[22] from ground floor premises within defined centres, that the requirement for a marketing period of 12 months is sufficiently long enough to establish the level of actual demand for the premises in question. In addition, the policy is correct to require evidence that such marketing has been continuous, effective and active[23].

7.19 Our comments and recommendations regarding draft Policy EC9 are contained in a separate section below.

Chapter 7: delivering the strategy

7.20 Within chapter 7 of the June 2016 draft Local Plan, retail floorspace figures are given for Cirencester, Tetbury, Bourton and Moreton. In line with the analysis and recommendations in section 6 of this report, we recommend that the floorspace figures for Moreton, Tetbury and Bourton are removed and the figures for Cirencester are revised to read:

[22] Not only retail, but also other main town centre uses such as offices
[23] It should be noted that a similar requirement is outlined in the supporting text to Policy INF2 which deals with inter alia the loss of local community facilities. We consider that this is a reasonable requirement and provides consistency with the retail/town centre policies in the Local Plan.

Table 7.2: quantitative need forecasts for convenience and comparison goods floorspace in Cirencester

	2021	2026	2031
Convenience goods floorspace	-	-	400sq m net
Comparison goods floorspace	-	250sq m net	2,100sq m net

7.21 In line with the comments made in section 6 of this report, we consider that it would be appropriate for Policy S1 to include reference to the Brewery car park and surrounding area within the 'mixed use' development sites and this would also ensure consistency with Policy S3F which also lists potential town centre redevelopment sites.

7.22 Policy S2 outlines the approach to the development of the Chesterton strategic site on the southern edge of the Cirencester urban area. The text of the current draft policy indicates that "community facilities" will be required as part of various infrastructure provision and the supporting text notes that a neighbourhood centre is anticipated. It goes on to indicate that the neighbourhood centre will provide convenience shopping, along with other community facilities, and the Class A1 retail floorspace will be restricted.

7.23 Overall, we support the approach of providing a modest sized neighbourhood centre within the Chesterton development, as will be provide day-to-day shops and services for the new community created by the development. This will provide a sustainable pattern of development and retain some trips in the local area. However, we consider that a number of small revisions are necessary in order to ensure that the policy is robust and delivers what is it intended:

- First, the provision of a neighbourhood centre should be specifically stated in Policy S2.
- Second, the supporting text at paragraph 7.1.1.2.9 should be updated and expanded to provide clearer guidance over the role, function and scale of the neighbourhood centre. We consider that the proposal to restrict the amount of floorspace should be retained and it would be useful to expand this restriction to the whole of the centre. In addition, the updated version of the policy should indicate that the scale and type of facilities which should be provided, including a

limitation to ensure that they are small scale and designed to serve primarily local residents in the Chesterton development and not a wider catchment across Cirencester and beyond.

Proposals map: centre boundary definitions

7.24 Following the completion of the land use surveys and 'town centre' health checks in each of the largest 10 centres, we have considered whether any of the centre boundaries, as shown in the June 2016 Submission Draft Local Plan, should be amended.

7.25 In relation to Cirencester, there are currently three boundaries: the primary and secondary frontages, along with the Primary Town Centre Boundary. The NPPF encourages the definition of primary and secondary shopping frontages and, having regard to the latest land use survey and our review of the centre, we consider that the June 2016 definitions to be appropriate apart from the area around Gosditch Street. We consider that there is merit in including that part of this street which is within the PTCB as secondary frontages as it contains a number of main town centre uses, including a number of retail and food/drink uses.

7.26 In relation to the PTCB definition, we consider that this is more akin to a PSA boundary and, if CDC agrees that Gosditch Street should form part of the secondary frontages, then we consider that the PTCB can remain the same and be re-classified as the PSA boundary. In addition, we recommend that the Local Plan also provides a 'town centre' boundary which should be the same as the PSA boundary apart from the need to include three additional areas: the area to the north-west of Lewis Lane (between Cricklade Street and Dyer Street), the area to the north of Ashcroft Road and east of Hammond Way, and the area to the east of Park Lane. These recommendations are shown on a plan contained at Appendix C.

7.27 In relation to the other main centres, we have the following comments in relation to Fairford, Moreton-in-Marsh and Chipping Campden:

- Fairford. At the present time, the draft Local Plan indicates two parts of the defined centre in Fairford. The main part includes High Street and the smaller part is located on London Street. We understand that representations have been made to the

Council to expand and join these areas. We have considered the suite of land uses around the existing centre boundary and consider that the two amendments which should be considered are as follows:

1. The main centre boundary should be extended westwards to include the community centre and Town Council offices;
2. The smaller boundary should be extended to the hair salon unit to the east of the Londis store.
3. We do not consider that the boundary of the centre should be extended any wider as the existing centre boundary is generally surrounded by residential and other land uses which aren't classified as main town centre uses.

- Moreton-in-Marsh. The Council has also received a representation which suggests that the centre boundary is extended northwards to include the Budgens store. Whilst the Budgens is certainly a main town centre use, we consider that it is too separated from the main concentration of town centre uses and therefore should remain as an edge of centre location for the purposes of the proposals map.
- Chipping Campden. The final centre where we consider the defined boundary could be refined is Chipping Campden. We consider that the north-eastern extent of the centre is now drawn too widely. There are a number of residential and non-main town centre uses between the pharmacy on the corner of High Street and Church Street and the start of the main concentration of town centre uses to the south. Therefore, we consider that the northern extent of the boundary should end at the Seymour House hotel. In addition, the southern extent of the centre should be reduced so as to stop at the Cutts garage and the four retail units on the western side of Sheep Street.

Impact test threshold

7.28 As part of the scope of this study, CDC requires advice on an appropriate local floorspace threshold for assessing the impact of retail proposals.

7.29 National guidance on impact assessment thresholds is set out in paragraph 26 of the NPPF. It states that local planning authorities should request an impact assessment for retail, leisure and office development proposals outside of town centres (that are not in accordance with an up-to-date Local Plan) if the scale of development is over a proportionate, locally set threshold. Where there is not a locally set threshold the national default threshold of 2,500sq m gross will apply.

7.30 Whilst there is perhaps some ambiguity in the language used by paragraph 26 of the NPPF (i.e. request for an impact assessment rather than establishing whether impact is a material consideration), the NPPG is clearer. It notes that the impact test only applies to proposals over 2,500sq m gross unless a different locally appropriate threshold has been set.

7.31 Therefore, unless CDC sets a different threshold in its Local Plan, all retail proposals below 2,500sq m gross floorspace in the District will not be assessed against their impact on the health of, and investment within, all defined 'town centres' in the District.

7.32 CDC has already received advice on setting an impact assessment in the 2012 retail. That recommended a threshold of 100sq m gross across the District. However, the current (June 2016) version of the draft Local Plan sets the draft threshold at 500sq m net sales area. In the context of retail provision in the District, these floorspace figures are significantly different.

7.33 The NPPG provides guidance on the indicators which should be taken into account by local planning authorities seeking to identify local impact assessments. These relate to the consideration of the following factors:

- Scale of proposals relative to town centres;
- The existing vitality and viability of town centres;
- Cumulative effects of recent developments;
- Whether local town centres are vulnerable;
- The likely effects of development on any town centre strategy;
- The impact on any other planned investment.

7.34 In relation to the scale of proposals relative to 'town centres', the size of the centres in the District's retail hierarchy varies quite considerably. According to Experian, the total amount of retail floorspace in Cirencester centre is circa 43,500sq m. Conversely, some of the small centres have less than 1,000sq m of floorspace. The national default threshold is equivalent to 6% of the city centre's Class A retail floorspace but two and a half times as high as the total size of the smallest centres. Therefore, in 'scale' terms this would suggest that a very low threshold should be set as it should relate to the 'lowest common denominator' – i.e. the district and local centres.

7.35 However, we consider that other factors should be considered, including the type of retail provision and how modern out-of-centre retail developments across the UK compare to retail units in town centres.

7.36 In relation to convenience retail provision, there is a wide range of store sizes in Cirencester from large supermarkets to discount and convenience stores, whilst many of the main foodstores in the smaller centres are convenience-style stores which are do not extend beyond 500sq m gross (or 100-250sq m net). In many cases, particularly in district and local centres, small foodstores provide an important contribution to the health of centres and in some cases provide an anchor role. In many cases they are also the largest units in district and local centres.

7.37 The analysis in the 2012 retail study also points out that the average retail unit size in the District's centres is circa 100sq m. This is an important analysis and provides a clear indication of the scale of retail provision that exists within the District's centres and has the potential to be impacted upon by edge and out of centre retail proposals.

7.38 Turning to comparison goods uses, generally speaking such retailers do not provide a lone sole anchor to defined centres, although the range and quality of comparison goods retailers provides a very important contribution to its health and attractiveness. With such a range of retailers present in the District it is difficult to be precise over the exact scale of floorspace which could have a detrimental impact upon the health of defined centres. However, given trends in the retail sector in recent years and the evolution of the retail parks sector in developing much smaller unit sizes, and given that the average unit size also applies to comparison goods uses, we consider that the threshold is likely to be the same for convenience and comparison goods uses.

7.39 Therefore, bearing in mind the 2012 analysis and also our own assessment of the size/type of store which is important to a number of centres across the District, we consider that a trigger point of 100sq m net for retail proposals involving the potential sale of convenience and comparison goods should be introduced in the Local Plan. This should apply to new stand-alone retail floorspace, proposed extensions to existing stores and applications to vary the range of goods to be sold from existing floorspace. In addition, this threshold should apply consistently across the whole of the CDC administrative area for both edge of centre and out of centre locations.

7.40 The need for this lower level of floorspace is also reinforced by factors such as cumulative impact issues, the health of the various centres in the District and the development plan strategy for the retail hierarchy. In relation to cumulative impact, whilst it might be that the individual impacts associated with a circa 100sq m retail proposal do not cause any particular cause for concern, the combined effects of this proposal plus others starts to become significant. Therefore, the Council must consider how the cumulative build-up of a certain scale of development could affect the health of town centres. In other words, if it is considered that the individual impacts of say a 100sq m retail proposal are unlikely to ever be significant then this would allow all future 100sq m proposals to avoid the assessment of cumulative impact. As noted above, the health of a centre may not rely on just one retailer but when the cumulative build-up comprises a range of retailers selling different types of goods then the longer term effects on the health of a centre could become an issue. This would be reinforced whether there is potential for store relocations.

7.41 In relation to the assessment of solus and cumulative impact under either policies EC8 or EC9 we would recommend that the Council takes into account a number of factors, including:

- The catchment of the proposed development, including the pattern of trade draw from the catchment and the pattern of trade diversion from existing stores and centres.
- The scale of the financial impact of the proposed development on defined centres in the catchment of the proposal and how this relates to the trading performance of the convenience and comparison goods sectors in these centres.
- The health of the relevant defined centres in the catchment of the proposal, both now and over time.
- The scale of trading overlap between the proposal and retailing in the relevant defined centres, including the contribution that these retail sectors make to the health and attractiveness of the centre.

8. Summary and Conclusions

Scope and Purpose

8.1 This report has been prepared by Bilfinger GVA ('GVA') in a response to an instruction by Cotswold District Council ('CDC') to prepare a Retail Study for the Cotswold District administrative area. The study will provide essential evidence base information to assist CDC in the continued production of the Cotswold District Local Plan 2011-2031 and to assist CDC's development management function.

8.2 The objectives of this study, as identified in the brief issued by CDC are as follows:

- determine the scale of convenience and comparison goods retail floorspace required over the plan period and where and when it is needed;
- review the retail policies in the Local Plan;
- review development opportunities and 'town centre' boundaries; and
- consider any relevant issues arising from other public examinations.

8.3 Informing this study have been a number of different areas of research and analysis, including:

- A new survey of household shopping patterns, conducted in 2016;
- An assessment of the health of the ten principal settlements with defined 'town centres' and also retail provision in the remaining 7 principal settlements (without defined boundaries) in CDC's administrative area;
- Land use surveys of the ten main 'town centres', conducted in 2016;
- Quantitative and qualitative assessments of the need for additional convenience and comparison goods floorspace; and
- Providing Town and Parish Councils with the opportunity to provide their own views regarding the key issues associated with retailing and town centre health in Cotswold District.

Key Issues & Messages

8.4 In relation to the key objectives for the study, we have found that for all settlements any surplus quantitative need which does existing is likely to be very small and the previous identification of a need for net additional floorspace in Moreton-in-Marsh and Bourton-on-the-Water has been met by the grant of planning permission for new foodstores in these settlements. The highest levels of capacity at 2031 are in Cirencester and Stow-on-the-Wold, at circa 400sq m net. Therefore, we recommend that CDC sets specific quantitative floorspace targets for convenience goods floorspace in Cirencester and, for the other centres, provides a positive policy which encourages these centres to maintain and enhance their existing convenience goods floorspace base.

8.5 In relation to the distribution of additional convenience goods floorspace in Cirencester, we recommend that two locations are identified. First, it would be appropriate for a modest amount of convenience goods floorspace to be provided for in the Chesterton urban extension, although this should be limited to a scale and type of floorspace which meets the needs of the local (Chesterton) community rather than a wider catchment. The second location for new convenience goods floorspace will be in Cirencester town centre as part of the redevelopment sites identified below.

8.6 In relation to comparison goods floorspace, our analysis has found that there remains a quantitative and qualitative case to plan for new floorspace in Cirencester over the Local Plan period. The level of floorspace need has reduced since the previous study due to the grant of planning permission for the Cirencester Retail Park development. For the other nine main settlements, we would recommend that, rather than showing a 'need' in terms of quantitative capacity targets, the Local Plan should instead express the needs of these settlements in terms of retaining existing businesses in their defined centres and seeks to accommodate the needs of retailers who want to locate in these centres via the refurbishment, extension and conversion of property in line with the sequential approach. This is on the basis that any levels of quantitative capacity in these centres is likely to be minimal and demand from mainly local independent traders will be focused upon existing property.

8.7 For Cirencester, the main retail redevelopment locations in the town centre are the Brewery car park and surrounding area, along with the Forum car park and surrounding area. As already acknowledged by the existing draft Local Plan, the redevelopment potential of these sites is dependent on CDC reaching a conclusion on car parking capacity/demand in Cirencester town centre and, where capacity is a concern, identifying the provision of additional parking capacity on other allocated sites in and around the town centre. We also recommend that once this exercise is complete, the CDC should prepare a strategy which shows how the provision of new development can take place alongside the provision of car parking capacity in and around the town centre. The strategy can also consider how the projects can be implemented and the marketing of redevelopment sites to the private sector.

8.8 Finally, we have also outlined a series of recommendations regarding the policies and 'town centre' boundaries in the June 2016 version of the draft Local Plan. These include:

- Changes to the structure and content of Policy EC8, including the need for conformity with national planning policy and the inclusion of the sequential and impact tests within this local development management policy;
- A reduced local impact test threshold of 100sq m net, which matches the recommendation of the Council's previous retail study in 2012; and
- Recommended changes to the terminology used for Cirencester's 'town centre' boundaries, the inclusion of Gosditch Street in Cirencester's secondary shopping area and the extent of the 'town centre' boundaries in Fairford and Chipping Campden.

Appendix A

Study area plan

Appendix B

Quantitative need assessment tables

Appendix C

Land Use Plans

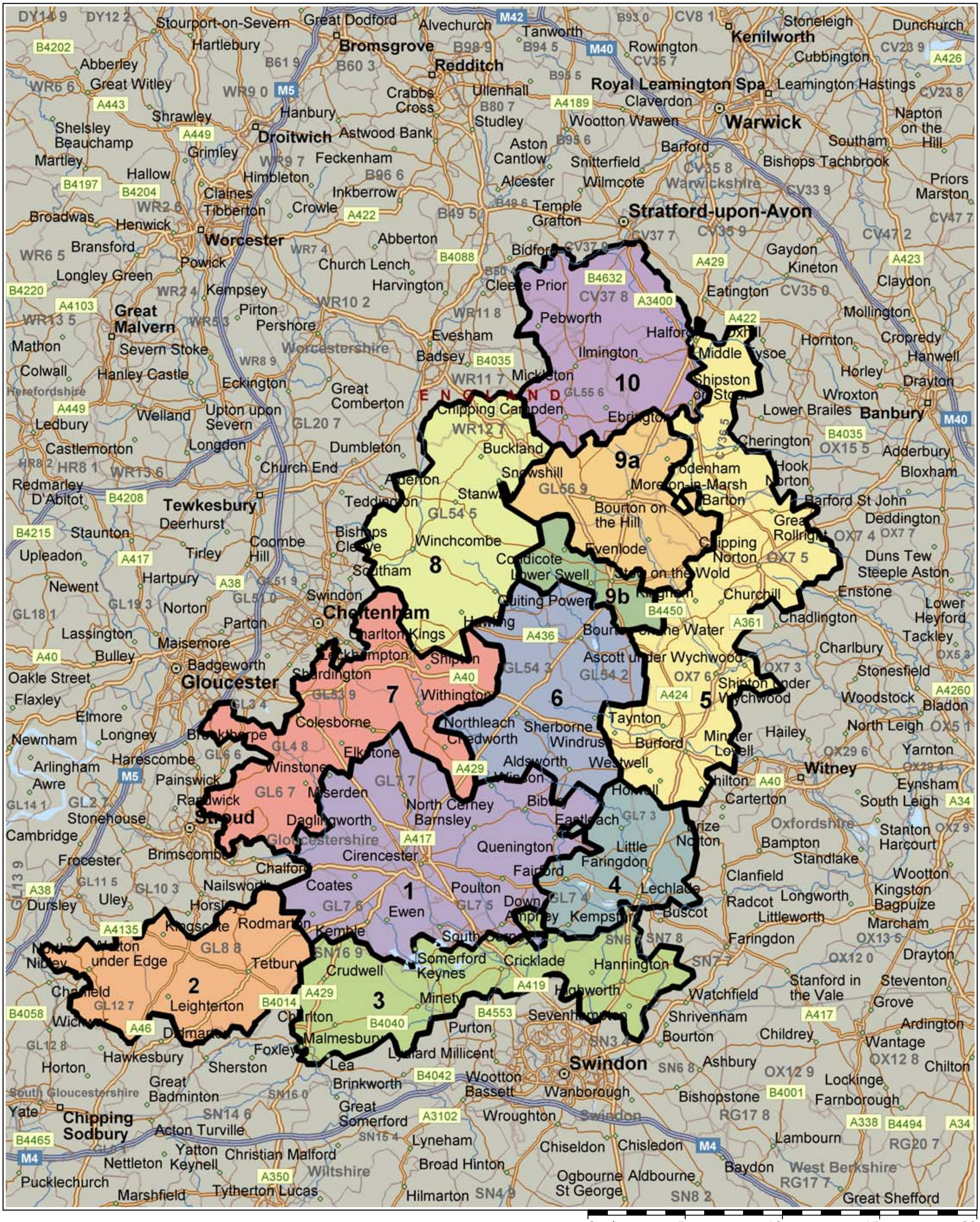
Appendix D

Brewery car park and adjacent areas plan

Appendix A

Study area plan

Cotswold Retail Study 2016 - Study Area



0 mi 5 10 15 20

Appendix B

Quantitative need assessment tables

TABLE 1: POPULATION, BY ZONE

YEAR	ZONE											TOTAL
	1	2	3	4	5	6	7	8	9a	9b	10	
2016	34,661	15432	24521	9339	21247	9590	13640	13227	8883	3132	19311	172983
2021	36,076	16048	25555	9644	22257	9980	13807	13630	9363	3282	19892	179534
2026	37,491	16647	26493	9949	22963	10370	14008	13978	9843	3432	20452	185626
2031	38,906	17198	27254	10254	23445	10760	14150	14219	10323	3582	21014	191105

Notes:
Base 2011 population data from the 2011 Census.
Projections for zones 1, 4, 6, 9a & 9b based on CDC forecasts
Projections for zones 2, 7 &10 based on a mix of CDC and Experian forecasts
Projections from zones 3, 5 & 8 based on Experian forecasts

TABLE 2a: PER CAPITA RETAIL EXPENDITURE BY ZONE, 2016

GOODS CATEGORY	ZONE 1	2	3	4	5	6	7	8	9a	9b	10
Convenience Goods	**£2,306**	**£2,370**	**£2,342**	**£2,424**	**£2,493**	**£2,501**	**£2,643**	**£2,594**	**£2,538**	**£2,471**	**£2,497**
Clothes and shoes	**£997**	**£1,020**	**£1,035**	**£1,056**	**£1,078**	**£1,045**	**£1,150**	**£1,097**	**£1,062**	**£1,059**	**£1,038**
Clothing materials and garments per Person	£840	£853	£872	£885	£895	£875	£969	£927	£886	£882	£875
Shoes and other footwear per Person	£157	£166	£163	£170	£184	£170	£181	£170	£176	£177	£163
Furniture, floorcoverings, furnishings	**£531**	**£536**	**£542**	**£606**	**£600**	**£605**	**£718**	**£631**	**£613**	**£597**	**£586**
Furniture and furnishings; carpets and other floor coverings per Person	£363	£366	£367	£408	£430	£401	£483	£432	£412	£404	£404
Household textiles per Person	£168	£170	£176	£198	£170	£205	£234	£199	£200	£193	£182
DIY	**£211**	**£219**	**£218**	**£241**	**£274**	**£241**	**£290**	**£259**	**£242**	**£241**	**£241**
10% of Non-Durable household goods per Person	£8	£9	£9	£9	£10	£9	£11	£10	£9	£9	£10
Gardens, plants and flowers per Person	£104	£109	£109	£122	£133	£123	£154	£131	£123	£117	£118
Major tools and equipment per Person	£4	£6	£4	£6	£7	£6	£6	£6	£6	£7	£7
Materials for maintenance and repair of the dwelling per Person	£28	£29	£27	£29	£31	£29	£32	£29	£30	£32	£26
Small tools and miscellaneous accessories per Person	£66	£65	£68	£74	£92	£73	£87	£83	£73	£75	£80
Household appliances	**£123**	**£119**	**£124**	**£128**	**£109**	**£124**	**£134**	**£128**	**£129**	**£124**	**£108**
Major household appliances (electric or not) per Person	£100	£97	£102	£107	£92	£104	£114	£107	£107	£101	£90
Small electrical household appliances per Person	£23	£22	£22	£21	£18	£20	£21	£21	£22	£23	£19
Other electrical equipment	**£238**	**£237**	**£242**	**£253**	**£249**	**£244**	**£281**	**£277**	**£246**	**£233**	**£261**
Audio-visual, photographic and information processing equipment per Person	£238	£237	£242	£253	£249	£244	£281	£277	£246	£233	£261
Health, beauty and medical goods	**£668**	**£658**	**£670**	**£683**	**£644**	**£708**	**£825**	**£749**	**£691**	**£678**	**£717**
Appliances for personal care per Person	£374	£363	£377	£370	£387	£386	£447	£420	£378	£369	£419
Medical goods and other pharmaceutical products per Person	£201	£204	£196	£218	£179	£226	£269	£234	£218	£220	£220
Therapeutic appliances and equipment per Person	£93	£92	£97	£95	£77	£95	£109	£94	£95	£89	£77
Toys, games, sporting and recreational goods	**£571**	**£571**	**£597**	**£594**	**£584**	**£595**	**£637**	**£585**	**£592**	**£565**	**£531**
Bicycles per Person	£32	£30	£33	£33	£30	£32	£39	£29	£32	£30	£23
Pets and related products per Person	£123	£140	£135	£151	£146	£157	£165	£151	£160	£153	£140
Games, toys and hobbies; sport and camping; musical instruments per Person	£416	£401	£429	£410	£408	£406	£433	£405	£400	£382	£368
CDs, books, jewellery, china and glass	**£567**	**£533**	**£546**	**£575**	**£713**	**£608**	**£750**	**£620**	**£589**	**£593**	**£596**
Glassware, tableware and household utensils per Person	£102	£103	£100	£106	£133	£115	£140	£126	£116	£121	£125
Jewellery, clocks and watches per Person	£152	£135	£136	£148	£214	£160	£194	£154	£147	£151	£151
Recording media per Person	£72	£68	£73	£74	£85	£76	£88	£79	£75	£70	£79
Books and stationery per Person	£158	£150	£157	£167	£168	£177	£224	£180	£173	£167	£167
Other personal effects per Person	£83	£76	£80	£80	£113	£81	£103	£82	£79	£84	£74

Notes:

base 2015 per capita retail expenditure obtained from Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 14 (2016)

TABLE 2b: PER CAPITA RETAIL EXPENDITURE BY ZONE, 2021

GOODS CATEGORY	ZONE 1	2	3	4	5	6	7	8	9a	9b	10
Convenience Goods	**£2,285**	**£2,348**	**£2,321**	**£2,402**	**£2,470**	**£2,479**	**£2,620**	**£2,571**	**£2,516**	**£2,448**	**£2,474**
Clothes and shoes	**£1,151**	**£1,177**	**£1,195**	**£1,219**	**£1,245**	**£1,207**	**£1,328**	**£1,267**	**£1,226**	**£1,223**	**£1,199**
Clothing materials and garments per Person	£933	£948	£969	£984	£994	£972	£1,077	£1,030	£985	£981	£972
Shoes and other footwear per Person	£175	£185	£181	£189	£204	£189	£201	£189	£195	£196	£181
Furniture, floorcoverings, furnishings	**£613**	**£619**	**£626**	**£700**	**£693**	**£699**	**£829**	**£729**	**£707**	**£689**	**£676**
Furniture and furnishings; carpets and other floor coverings per Person	£403	£406	£408	£454	£478	£445	£537	£480	£458	£449	£449
Household textiles per Person	£187	£189	£195	£220	£189	£227	£261	£222	£223	£215	£202
DIY	**£243**	**£253**	**£252**	**£278**	**£316**	**£278**	**£335**	**£299**	**£279**	**£278**	**£278**
10% of Non-Durable household goods per Person	£9	£10	£10	£10	£11	£10	£13	£11	£10	£10	£11
Gardens, plants and flowers per Person	£116	£122	£122	£135	£148	£137	£171	£146	£137	£130	£131
Major tools and equipment per Person	£5	£7	£5	£7	£8	£7	£7	£7	£7	£8	£8
Materials for maintenance and repair of the dwelling per Person	£31	£32	£30	£32	£34	£32	£36	£32	£33	£36	£29
Small tools and miscellaneous accessories per Person	£73	£72	£76	£83	£102	£82	£96	£92	£82	£84	£88
Household appliances	**£142**	**£137**	**£143**	**£148**	**£126**	**£143**	**£155**	**£148**	**£149**	**£143**	**£125**
Major household appliances (electric or not) per Person	£111	£108	£114	£119	£102	£116	£126	£119	£119	£113	£100
Small electrical household appliances per Person	£25	£24	£24	£23	£20	£22	£23	£23	£24	£25	£21
Other electrical equipment	**£274**	**£273**	**£279**	**£292**	**£287**	**£282**	**£324**	**£320**	**£284**	**£270**	**£302**
Audio-visual, photographic and information processing equipment per Person	£264	£263	£269	£281	£277	£271	£312	£308	£273	£259	£290
Health, beauty and medical goods	**£772**	**£760**	**£774**	**£788**	**£743**	**£817**	**£953**	**£865**	**£798**	**£783**	**£828**
Appliances for personal care per Person	£416	£403	£419	£411	£431	£429	£497	£467	£420	£410	£466
Medical goods and other pharmaceutical products per Person	£224	£226	£218	£242	£199	£251	£299	£261	£242	£245	£245
Therapeutic appliances and equipment per Person	£103	£102	£108	£106	£86	£106	£122	£104	£106	£99	£86
Toys, games, sporting and recreational goods	**£660**	**£660**	**£689**	**£686**	**£674**	**£687**	**£736**	**£675**	**£684**	**£653**	**£613**
Bicycles per Person	£36	£33	£37	£37	£33	£36	£44	£32	£36	£33	£25
Pets and related products per Person	£137	£156	£150	£168	£162	£175	£184	£168	£178	£170	£156
Games, toys and hobbies; sport and camping; musical instruments per Person	£463	£445	£476	£456	£454	£451	£481	£450	£444	£425	£409
CDs, books, jewellery, china and glass	**£655**	**£616**	**£631**	**£664**	**£823**	**£703**	**£866**	**£716**	**£680**	**£685**	**£688**
Glassware, tableware and household utensils per Person	£114	£115	£111	£118	£148	£127	£156	£140	£129	£134	£139
Jewellery, clocks and watches per Person	£169	£150	£152	£164	£238	£178	£216	£171	£163	£168	£168
Recording media per Person	£80	£76	£82	£83	£94	£85	£98	£87	£84	£78	£87
Books and stationery per Person	£176	£166	£175	£186	£187	£196	£249	£200	£192	£186	£186
Other personal effects per Person	£92	£85	£88	£88	£125	£90	£115	£91	£87	£93	£83

Notes:
base 2015 per capita retail expenditure obtained from Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 14 (2016)

TABLE 2c: PER CAPITA RETAIL EXPENDITURE BY ZONE, 2026

GOODS CATEGORY	ZONE 1	2	3	4	5	6	7	8	9a	9b	10
Convenience Goods	**£2,280**	**£2,344**	**£2,316**	**£2,397**	**£2,465**	**£2,474**	**£2,614**	**£2,566**	**£2,511**	**£2,443**	**£2,469**
Clothes and shoes	**£1,346**	**£1,377**	**£1,398**	**£1,426**	**£1,456**	**£1,412**	**£1,553**	**£1,481**	**£1,434**	**£1,430**	**£1,402**
Clothing materials and garments per Person	£1,096	£1,113	£1,138	£1,155	£1,167	£1,142	£1,264	£1,209	£1,156	£1,151	£1,142
Shoes and other footwear per Person	£205	£217	£213	£222	£240	£222	£236	£222	£229	£230	£213
Furniture, floorcoverings, furnishings	**£717**	**£724**	**£732**	**£819**	**£810**	**£817**	**£970**	**£852**	**£827**	**£806**	**£791**
Furniture and furnishings; carpets and other floor coverings per Person	£473	£477	£479	£532	£561	£523	£631	£563	£538	£527	£527
Household textiles per Person	£220	£222	£229	£259	£222	£267	£306	£260	£261	£252	£237
DIY	**£285**	**£296**	**£294**	**£325**	**£370**	**£325**	**£392**	**£350**	**£326**	**£325**	**£325**
10% of Non-Durable household goods per Person	£11	£12	£12	£12	£13	£12	£15	£13	£12	£12	£13
Gardens, plants and flowers per Person	£136	£143	£143	£159	£174	£160	£201	£171	£160	£152	£154
Major tools and equipment per Person	£5	£8	£5	£8	£9	£8	£8	£8	£8	£9	£9
Materials for maintenance and repair of the dwelling per Person	£36	£38	£35	£38	£40	£38	£42	£38	£39	£42	£34
Small tools and miscellaneous accessories per Person	£86	£85	£89	£97	£120	£96	£113	£108	£96	£98	£104
Household appliances	**£166**	**£160**	**£167**	**£173**	**£148**	**£167**	**£181**	**£173**	**£174**	**£167**	**£146**
Major household appliances (electric or not) per Person	£131	£127	£133	£140	£120	£136	£148	£140	£140	£132	£117
Small electrical household appliances per Person	£30	£28	£28	£27	£23	£26	£27	£27	£28	£30	£24
Other electrical equipment	**£321**	**£319**	**£326**	**£342**	**£336**	**£329**	**£379**	**£374**	**£332**	**£315**	**£353**
Audio-visual, photographic and information processing equipment per Person	£310	£309	£315	£330	£325	£318	£367	£361	£321	£305	£341
Health, beauty and medical goods	**£903**	**£889**	**£905**	**£922**	**£869**	**£956**	**£1,115**	**£1,011**	**£933**	**£915**	**£968**
Appliances for personal care per Person	£488	£473	£492	£483	£505	£504	£584	£549	£493	£481	£547
Medical goods and other pharmaceutical products per Person	£263	£266	£256	£284	£233	£295	£350	£306	£284	£287	£287
Therapeutic appliances and equipment per Person	£121	£120	£127	£124	£101	£124	£143	£123	£124	£116	£101
Toys, games, sporting and recreational goods	**£771**	**£771**	**£806**	**£802**	**£788**	**£804**	**£861**	**£790**	**£799**	**£763**	**£717**
Bicycles per Person	£42	£39	£43	£43	£39	£42	£51	£38	£42	£39	£30
Pets and related products per Person	£160	£183	£177	£197	£190	£205	£216	£197	£209	£199	£183
Games, toys and hobbies; sport and camping; musical instruments per Person	£543	£523	£559	£535	£532	£530	£565	£528	£522	£499	£480
CDs, books, jewellery, china and glass	**£766**	**£720**	**£738**	**£777**	**£963**	**£822**	**£1,013**	**£837**	**£795**	**£801**	**£805**
Glassware, tableware and household utensils per Person	£133	£135	£131	£139	£174	£150	£183	£164	£151	£158	£163
Jewellery, clocks and watches per Person	£198	£177	£178	£193	£279	£209	£253	£201	£191	£197	£197
Recording media per Person	£94	£89	£96	£97	£111	£100	£115	£102	£98	£92	£102
Books and stationery per Person	£206	£195	£205	£218	£220	£230	£292	£235	£225	£218	£218
Other personal effects per Person	£108	£100	£104	£104	£147	£105	£135	£106	£102	£109	£97

Notes:
base 2014 per capita retail expenditure obtained from Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 13 (2015)

TABLE 2d: PER CAPITA RETAIL EXPENDITURE BY ZONE, 2031

GOODS CATEGORY	ZONE										
	1	2	3	4	5	6	7	8	9a	9b	10
Convenience Goods	**£2,292**	**£2,355**	**£2,328**	**£2,409**	**£2,477**	**£2,486**	**£2,627**	**£2,579**	**£2,523**	**£2,456**	**£2,481**
Clothes and shoes	**£1,576**	**£1,612**	**£1,636**	**£1,669**	**£1,705**	**£1,653**	**£1,817**	**£1,734**	**£1,679**	**£1,674**	**£1,641**
Clothing materials and garments per Person	£1,280	£1,301	£1,329	£1,350	£1,364	£1,334	£1,477	£1,413	£1,351	£1,345	£1,334
Shoes and other footwear per Person	£239	£254	£249	£260	£280	£260	£276	£260	£268	£269	£249
Furniture, floorcoverings, furnishings	**£839**	**£847**	**£857**	**£959**	**£949**	**£957**	**£1,135**	**£998**	**£968**	**£944**	**£926**
Furniture and furnishings; carpets and other floor coverings per Person	£553	£557	£559	£622	£655	£611	£737	£658	£628	£616	£616
Household textiles per Person	£257	£260	£268	£302	£260	£312	£357	£304	£306	£294	£277
DIY	**£333**	**£346**	**£345**	**£380**	**£433**	**£380**	**£459**	**£410**	**£382**	**£380**	**£380**
10% of Non-Durable household goods per Person	£13	£14	£14	£14	£16	£14	£17	£16	£14	£14	£16
Gardens, plants and flowers per Person	£159	£167	£167	£186	£203	£187	£235	£200	£187	£178	£180
Major tools and equipment per Person	£6	£9	£6	£9	£11	£9	£9	£9	£9	£11	£11
Materials for maintenance and repair of the dwelling per Person	£43	£44	£41	£44	£47	£44	£49	£44	£46	£49	£39
Small tools and miscellaneous accessories per Person	£101	£99	£104	£113	£140	£112	£132	£126	£112	£115	£121
Household appliances	**£194**	**£188**	**£196**	**£202**	**£173**	**£196**	**£212**	**£202**	**£204**	**£196**	**£171**
Major household appliances (electric or not) per Person	£153	£148	£156	£164	£140	£159	£173	£164	£164	£154	£137
Small electrical household appliances per Person	£35	£33	£33	£31	£27	£30	£31	£31	£33	£35	£28
Other electrical equipment	**£376**	**£374**	**£382**	**£400**	**£394**	**£385**	**£444**	**£438**	**£389**	**£369**	**£413**
Audio-visual, photographic and information processing equipment per Person	£362	£361	£368	£386	£380	£372	£428	£422	£375	£356	£398
Health, beauty and medical goods	**£1,057**	**£1,040**	**£1,060**	**£1,079**	**£1,017**	**£1,119**	**£1,305**	**£1,184**	**£1,092**	**£1,071**	**£1,133**
Appliances for personal care per Person	£570	£553	£575	£564	£591	£589	£682	£641	£576	£562	£639
Medical goods and other pharmaceutical products per Person	£307	£310	£299	£332	£272	£345	£409	£357	£332	£335	£335
Therapeutic appliances and equipment per Person	£142	£140	£148	£145	£118	£145	£167	£143	£145	£135	£118
Toys, games, sporting and recreational goods	**£903**	**£903**	**£944**	**£939**	**£923**	**£941**	**£1,008**	**£924**	**£936**	**£893**	**£839**
Bicycles per Person	£49	£46	£50	£50	£46	£49	£60	£44	£49	£46	£35
Pets and related products per Person	£187	£214	£206	£230	£222	£239	£252	£230	£244	£233	£214
Games, toys and hobbies; sport and camping; musical instruments per Person	£635	£611	£654	£625	£622	£619	£660	£617	£609	£583	£561
CDs, books, jewellery, china and glass	**£896**	**£843**	**£864**	**£910**	**£1,127**	**£962**	**£1,186**	**£980**	**£931**	**£937**	**£942**
Glassware, tableware and household utensils per Person	£156	£157	£153	£162	£203	£175	£214	£192	£176	£184	£191
Jewellery, clocks and watches per Person	£231	£206	£208	£225	£326	£244	£296	£235	£224	£230	£230
Recording media per Person	£110	£104	£112	£113	£129	£117	£134	£120	£115	£107	£120
Books and stationery per Person	£241	£228	£239	£255	£257	£269	£342	£274	£263	£255	£255
Other personal effects per Person	£126	£117	£121	£121	£172	£123	£157	£124	£120	£128	£113

Notes:
base 2014 per capita retail expenditure obtained from Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 13 (2015)

TABLE 3a: TOTAL RETAIL EXPENDITURE BY ZONE, 2016

GOODS CATEGORY	ZONE 1	2	3	4	5	6	7	8	9a	9b	10	TOTAL
Convenience Goods	**£79.9**	**£36.6**	**£57.4**	**£22.6**	**£53.0**	**£24.0**	**£36.1**	**£34.3**	**£22.5**	**£7.7**	**£48.2**	**£422.4**
Clothes and shoes	**£34.6**	**£15.7**	**£25.4**	**£9.9**	**£22.9**	**£10.0**	**£15.7**	**£14.5**	**£9.4**	**£3.3**	**£20.0**	**£181.5**
Clothing materials and garments per Person	£29.1	£13.2	£21.4	£8.3	£19.0	£8.4	£13.2	£12.3	£7.9	£2.8	£16.9	£152.3
Shoes and other footwear per Person	£5.4	£2.6	£4.0	£1.6	£3.9	£1.6	£2.5	£2.3	£1.6	£0.6	£3.2	£29.1
Furniture, floorcoverings, furnishings	**£18.4**	**£8.3**	**£13.3**	**£5.7**	**£12.8**	**£5.8**	**£9.8**	**£8.3**	**£5.4**	**£1.9**	**£11.3**	**£101.0**
Furniture and furnishings; carpets and other floor coverings per Person	£12.6	£5.6	£9.0	£3.8	£9.1	£3.8	£6.6	£5.7	£3.7	£1.3	£7.8	£69.0
Household textiles per Person	£5.8	£2.6	£4.3	£1.9	£3.6	£2.0	£3.2	£2.6	£1.8	£0.6	£3.5	£31.9
DIY	**£7.3**	**£3.4**	**£5.3**	**£2.2**	**£5.8**	**£2.3**	**£4.0**	**£3.4**	**£2.1**	**£0.8**	**£4.6**	**£41.3**
10% of Non-Durable household goods per Person	£0.3	£0.1	£0.2	£0.1	£0.2	£0.1	£0.2	£0.1	£0.1	£0.0	£0.2	£1.7
Gardens, plants and flowers per Person	£3.6	£1.7	£2.7	£1.1	£2.8	£1.2	£2.1	£1.7	£1.1	£0.4	£2.3	£20.7
Major tools and equipment per Person	£0.1	£0.1	£0.1	£0.1	£0.2	£0.1	£0.1	£0.1	£0.1	£0.0	£0.1	£1.0
Materials for maintenance and repair of the dwelling per Person	£1.0	£0.4	£0.7	£0.3	£0.7	£0.3	£0.4	£0.4	£0.3	£0.1	£0.5	£5.0
Small tools and miscellaneous accessories per Person	£2.3	£1.0	£1.7	£0.7	£2.0	£0.7	£1.2	£1.1	£0.7	£0.2	£1.5	£13.0
Household appliances	**£4.3**	**£1.8**	**£3.0**	**£1.2**	**£2.3**	**£1.2**	**£1.8**	**£1.7**	**£1.1**	**£0.4**	**£2.1**	**£21.0**
Major household appliances (electric or not) per Person	£3.5	£1.5	£2.5	£1.0	£2.0	£1.0	£1.5	£1.4	£1.0	£0.3	£1.7	£17.4
Small electrical household appliances per Person	£0.8	£0.3	£0.5	£0.2	£0.4	£0.2	£0.3	£0.3	£0.2	£0.1	£0.4	£3.6
Other electrical equipment	**£8.2**	**£3.7**	**£5.9**	**£2.4**	**£5.3**	**£2.3**	**£3.8**	**£3.7**	**£2.2**	**£0.7**	**£5.0**	**£43.3**
Audio-visual, photographic and information processing equipment per Person	£8.2	£3.7	£5.9	£2.4	£5.3	£2.3	£3.8	£3.7	£2.2	£0.7	£5.0	£43.3
Health, beauty and medical goods	**£23.2**	**£10.2**	**£16.4**	**£6.4**	**£13.7**	**£6.8**	**£11.3**	**£9.9**	**£6.1**	**£2.1**	**£13.8**	**£119.9**
Appliances for personal care per Person	£13.0	£5.6	£9.2	£3.5	£8.2	£3.7	£6.1	£5.6	£3.4	£1.2	£8.1	£67.5
Medical goods and other pharmaceutical products per Person	£7.0	£3.1	£4.8	£2.0	£3.8	£2.2	£3.7	£3.1	£1.9	£0.7	£4.2	£36.6
Therapeutic appliances and equipment per Person	£3.2	£1.4	£2.4	£0.9	£1.6	£0.9	£1.5	£1.2	£0.8	£0.3	£1.5	£15.8
Toys, games, sporting and recreational goods	**£19.8**	**£8.8**	**£14.6**	**£5.5**	**£12.4**	**£5.7**	**£8.7**	**£7.7**	**£5.3**	**£1.8**	**£10.3**	**£100.6**
Bicycles per Person	£1.1	£0.5	£0.8	£0.3	£0.6	£0.3	£0.5	£0.4	£0.3	£0.1	£0.4	£5.4
Pets and related products per Person	£4.3	£2.2	£3.3	£1.4	£3.1	£1.5	£2.3	£2.0	£1.4	£0.5	£2.7	£24.6
Games, toys and hobbies; sport and camping; musical instruments per Person	£14.4	£6.2	£10.5	£3.8	£8.7	£3.9	£5.9	£5.4	£3.6	£1.2	£7.1	£70.6
CDs, books, jewellery, china and glass	**£19.7**	**£8.2**	**£13.4**	**£5.4**	**£15.1**	**£5.8**	**£10.2**	**£8.2**	**£5.2**	**£1.9**	**£11.5**	**£104.7**
Glassware, tableware and household utensils per Person	£3.5	£1.6	£2.5	£1.0	£2.8	£1.1	£1.9	£1.7	£1.0	£0.4	£2.4	£19.9
Jewellery, clocks and watches per Person	£5.3	£2.1	£3.3	£1.4	£4.5	£1.5	£2.6	£2.0	£1.3	£0.5	£2.9	£27.5
Recording media per Person	£2.5	£1.1	£1.8	£0.7	£1.8	£0.7	£1.2	£1.0	£0.7	£0.2	£1.5	£13.2
Books and stationery per Person	£5.5	£2.3	£3.9	£1.6	£3.6	£1.7	£3.1	£2.4	£1.5	£0.5	£3.2	£29.2
Other personal effects per Person	£2.9	£1.2	£2.0	£0.7	£2.4	£0.8	£1.4	£1.1	£0.7	£0.3	£1.4	£14.8

Notes: total expenditure calculated by multiplying population (Table 1) with per capita expenditure (Table 2) for each year.

TABLE 3b: TOTAL RETAIL EXPENDITURE BY ZONE, 2021

GOODS CATEGORY	ZONE 1	2	3	4	5	6	7	8	9a	9b	10	TOTAL
Convenience Goods	**£82.4**	**£37.7**	**£59.3**	**£23.2**	**£55.0**	**£24.7**	**£36.2**	**£35.0**	**£23.6**	**£8.0**	**£49.2**	**£434.3**
Clothes and shoes	**£41.5**	**£18.9**	**£30.5**	**£11.8**	**£27.7**	**£12.0**	**£18.3**	**£17.3**	**£11.5**	**£4.0**	**£23.8**	**£217.4**
Clothing materials and garments per Person	£33.7	£15.2	£24.8	£9.5	£22.1	£9.7	£14.9	£14.0	£9.2	£3.2	£19.3	£175.7
Shoes and other footwear per Person	£6.3	£3.0	£4.6	£1.8	£4.5	£1.9	£2.8	£2.6	£1.8	£0.6	£3.6	£33.6
Furniture, floorcoverings, furnishings	**£22.1**	**£9.9**	**£16.0**	**£6.8**	**£15.4**	**£7.0**	**£11.4**	**£9.9**	**£6.6**	**£2.3**	**£13.5**	**£120.9**
Furniture and furnishings; carpets and other floor coverings per Person	£14.5	£6.5	£10.4	£4.4	£10.6	£4.4	£7.4	£6.5	£4.3	£1.5	£8.9	£79.6
Household textiles per Person	£6.8	£3.0	£5.0	£2.1	£4.2	£2.3	£3.6	£3.0	£2.1	£0.7	£4.0	£36.8
DIY	**£8.8**	**£4.1**	**£6.4**	**£2.7**	**£7.0**	**£2.8**	**£4.6**	**£4.1**	**£2.6**	**£0.9**	**£5.5**	**£49.5**
10% of Non-Durable household goods per Person	£0.3	£0.2	£0.3	£0.1	£0.3	£0.1	£0.2	£0.2	£0.1	£0.0	£0.2	£1.9
Gardens, plants and flowers per Person	£4.2	£2.0	£3.1	£1.3	£3.3	£1.4	£2.4	£2.0	£1.3	£0.4	£2.6	£23.9
Major tools and equipment per Person	£0.2	£0.1	£0.1	£0.1	£0.2	£0.1	£0.1	£0.1	£0.1	£0.0	£0.2	£1.1
Materials for maintenance and repair of the dwelling per Person	£1.1	£0.5	£0.8	£0.3	£0.8	£0.3	£0.5	£0.4	£0.3	£0.1	£0.6	£5.7
Small tools and miscellaneous accessories per Person	£2.7	£1.2	£1.9	£0.8	£2.3	£0.8	£1.3	£1.3	£0.8	£0.3	£1.8	£15.0
Household appliances	**£5.1**	**£2.2**	**£3.7**	**£1.4**	**£2.8**	**£1.4**	**£2.1**	**£2.0**	**£1.4**	**£0.5**	**£2.5**	**£25.2**
Major household appliances (electric or not) per Person	£4.0	£1.7	£2.9	£1.2	£2.3	£1.2	£1.7	£1.6	£1.1	£0.4	£2.0	£20.1
Small electrical household appliances per Person	£0.9	£0.4	£0.6	£0.2	£0.4	£0.2	£0.3	£0.3	£0.2	£0.1	£0.4	£4.1
Other electrical equipment	**£9.9**	**£4.4**	**£7.1**	**£2.8**	**£6.4**	**£2.8**	**£4.5**	**£4.4**	**£2.7**	**£0.9**	**£6.0**	**£51.8**
Audio-visual, photographic and information processing equipment per Person	£9.5	£4.2	£6.9	£2.7	£6.2	£2.7	£4.3	£4.2	£2.6	£0.9	£5.8	£49.9
Health, beauty and medical goods	**£27.8**	**£12.2**	**£19.8**	**£7.6**	**£16.5**	**£8.2**	**£13.2**	**£11.8**	**£7.5**	**£2.6**	**£16.5**	**£143.6**
Appliances for personal care per Person	£15.0	£6.5	£10.7	£4.0	£9.6	£4.3	£6.9	£6.4	£3.9	£1.3	£9.3	£77.8
Medical goods and other pharmaceutical products per Person	£8.1	£3.6	£5.6	£2.3	£4.4	£2.5	£4.1	£3.6	£2.3	£0.8	£4.9	£42.2
Therapeutic appliances and equipment per Person	£3.7	£1.6	£2.8	£1.0	£1.9	£1.1	£1.7	£1.4	£1.0	£0.3	£1.7	£18.2
Toys, games, sporting and recreational goods	**£23.8**	**£10.6**	**£17.6**	**£6.6**	**£15.0**	**£6.9**	**£10.2**	**£9.2**	**£6.4**	**£2.1**	**£12.2**	**£120.6**
Bicycles per Person	£1.3	£0.5	£0.9	£0.4	£0.7	£0.4	£0.6	£0.4	£0.3	£0.1	£0.5	£6.2
Pets and related products per Person	£4.9	£2.5	£3.8	£1.6	£3.6	£1.7	£2.5	£2.3	£1.7	£0.6	£3.1	£28.4
Games, toys and hobbies; sport and camping; musical instruments per Person	£16.7	£7.1	£12.2	£4.4	£10.1	£4.5	£6.6	£6.1	£4.2	£1.4	£8.1	£81.5
CDs, books, jewellery, china and glass	**£23.6**	**£9.9**	**£16.1**	**£6.4**	**£18.3**	**£7.0**	**£12.0**	**£9.8**	**£6.4**	**£2.2**	**£13.7**	**£125.4**
Glassware, tableware and household utensils per Person	£4.1	£1.8	£2.8	£1.1	£3.3	£1.3	£2.2	£1.9	£1.2	£0.4	£2.8	£23.0
Jewellery, clocks and watches per Person	£6.1	£2.4	£3.9	£1.6	£5.3	£1.8	£3.0	£2.3	£1.5	£0.6	£3.3	£31.7
Recording media per Person	£2.9	£1.2	£2.1	£0.8	£2.1	£0.8	£1.3	£1.2	£0.8	£0.3	£1.7	£15.3
Books and stationery per Person	£6.3	£2.7	£4.5	£1.8	£4.2	£2.0	£3.4	£2.7	£1.8	£0.6	£3.7	£33.7
Other personal effects per Person	£3.3	£1.4	£2.3	£0.9	£2.8	£0.9	£1.6	£1.2	£0.8	£0.3	£1.6	£17.1

Notes: total expenditure calculated by multiplying population (Table 1) with per capita expenditure (Table 2) for each year.

TABLE 3c: TOTAL RETAIL EXPENDITURE BY ZONE, 2026

GOODS CATEGORY	ZONE 1	2	3	4	5	6	7	8	9a	9b	10	TOTAL
Convenience Goods	**£85.5**	**£39.0**	**£61.4**	**£23.8**	**£56.6**	**£25.7**	**£36.6**	**£35.9**	**£24.7**	**£8.4**	**£50.5**	**£448.1**
Clothes and shoes	**£50.5**	**£22.9**	**£37.0**	**£14.2**	**£33.4**	**£14.6**	**£21.7**	**£20.7**	**£14.1**	**£4.9**	**£28.7**	**£262.8**
Clothing materials and garments per Person	£41.1	£18.5	£30.1	£11.5	£26.8	£11.8	£17.7	£16.9	£11.4	£4.0	£23.3	£213.2
Shoes and other footwear per Person	£7.7	£3.6	£5.6	£2.2	£5.5	£2.3	£3.3	£3.1	£2.3	£0.8	£4.4	£40.8
Furniture, floorcoverings, furnishings	**£26.9**	**£12.1**	**£19.4**	**£8.1**	**£18.6**	**£8.5**	**£13.6**	**£11.9**	**£8.1**	**£2.8**	**£16.2**	**£146.2**
Furniture and furnishings; carpets and other floor coverings per Person	£17.7	£7.9	£12.7	£5.3	£12.9	£5.4	£8.8	£7.9	£5.3	£1.8	£10.8	£96.5
Household textiles per Person	£8.2	£3.7	£6.1	£2.6	£5.1	£2.8	£4.3	£3.6	£2.6	£0.9	£4.9	£44.7
DIY	**£10.7**	**£4.9**	**£7.8**	**£3.2**	**£8.5**	**£3.4**	**£5.5**	**£4.9**	**£3.2**	**£1.1**	**£6.6**	**£59.8**
10% of Non-Durable household goods per Person	£0.4	£0.2	£0.3	£0.1	£0.3	£0.1	£0.2	£0.2	£0.1	£0.0	£0.3	£2.3
Gardens, plants and flowers per Person	£5.1	£2.4	£3.8	£1.6	£4.0	£1.7	£2.8	£2.4	£1.6	£0.5	£3.1	£29.0
Major tools and equipment per Person	£0.2	£0.1	£0.1	£0.1	£0.2	£0.1	£0.1	£0.1	£0.1	£0.0	£0.2	£1.4
Materials for maintenance and repair of the dwelling per Person	£1.4	£0.6	£0.9	£0.4	£0.9	£0.4	£0.6	£0.5	£0.4	£0.1	£0.7	£6.9
Small tools and miscellaneous accessories per Person	£3.2	£1.4	£2.4	£1.0	£2.8	£1.0	£1.6	£1.5	£0.9	£0.3	£2.1	£18.2
Household appliances	**£6.2**	**£2.7**	**£4.4**	**£1.7**	**£3.4**	**£1.7**	**£2.5**	**£2.4**	**£1.7**	**£0.6**	**£3.0**	**£30.4**
Major household appliances (electric or not) per Person	£4.9	£2.1	£3.5	£1.4	£2.8	£1.4	£2.1	£2.0	£1.4	£0.5	£2.4	£24.4
Small electrical household appliances per Person	£1.1	£0.5	£0.7	£0.3	£0.5	£0.3	£0.4	£0.4	£0.3	£0.1	£0.5	£5.0
Other electrical equipment	**£12.0**	**£5.3**	**£8.6**	**£3.4**	**£7.7**	**£3.4**	**£5.3**	**£5.2**	**£3.3**	**£1.1**	**£7.2**	**£62.6**
Audio-visual, photographic and information processing equipment per Person	£11.6	£5.1	£8.4	£3.3	£7.5	£3.3	£5.1	£5.0	£3.2	£1.0	£7.0	£60.5
Health, beauty and medical goods	**£33.8**	**£14.8**	**£24.0**	**£9.2**	**£20.0**	**£9.9**	**£15.6**	**£14.1**	**£9.2**	**£3.1**	**£19.8**	**£173.5**
Appliances for personal care per Person	£18.3	£7.9	£13.0	£4.8	£11.6	£5.2	£8.2	£7.7	£4.9	£1.7	£11.2	£94.4
Medical goods and other pharmaceutical products per Person	£9.9	£4.4	£6.8	£2.8	£5.4	£3.1	£4.9	£4.3	£2.8	£1.0	£5.9	£51.1
Therapeutic appliances and equipment per Person	£4.5	£2.0	£3.4	£1.2	£2.3	£1.3	£2.0	£1.7	£1.2	£0.4	£2.1	£22.1
Toys, games, sporting and recreational goods	**£28.9**	**£12.8**	**£21.4**	**£8.0**	**£18.1**	**£8.3**	**£12.1**	**£11.0**	**£7.9**	**£2.6**	**£14.7**	**£145.8**
Bicycles per Person	£1.6	£0.7	£1.1	£0.4	£0.9	£0.4	£0.7	£0.5	£0.4	£0.1	£0.6	£7.5
Pets and related products per Person	£6.0	£3.1	£4.7	£2.0	£4.4	£2.1	£3.0	£2.8	£2.1	£0.7	£3.7	£34.5
Games, toys and hobbies; sport and camping; musical instruments per Person	£20.4	£8.7	£14.8	£5.3	£12.2	£5.5	£7.9	£7.4	£5.1	£1.7	£9.8	£98.9
CDs, books, jewellery, china and glass	**£28.7**	**£12.0**	**£19.6**	**£7.7**	**£22.1**	**£8.5**	**£14.2**	**£11.7**	**£7.8**	**£2.7**	**£16.5**	**£151.5**
Glassware, tableware and household utensils per Person	£5.0	£2.2	£3.5	£1.4	£4.0	£1.6	£2.6	£2.3	£1.5	£0.5	£3.3	£27.9
Jewellery, clocks and watches per Person	£7.4	£2.9	£4.7	£1.9	£6.4	£2.2	£3.5	£2.8	£1.9	£0.7	£4.0	£38.5
Recording media per Person	£3.5	£1.5	£2.5	£1.0	£2.5	£1.0	£1.6	£1.4	£1.0	£0.3	£2.1	£18.5
Books and stationery per Person	£7.7	£3.3	£5.4	£2.2	£5.0	£2.4	£4.1	£3.3	£2.2	£0.7	£4.5	£40.8
Other personal effects per Person	£4.0	£1.7	£2.7	£1.0	£3.4	£1.1	£1.9	£1.5	£1.0	£0.4	£2.0	£20.7

Notes: total expenditure calculated by multiplying population (Table 1) with per capita expenditure (Table 2) for each year.

TABLE 3d: TOTAL RETAIL EXPENDITURE BY ZONE, 2031

GOODS CATEGORY	ZONE 1	2	3	4	5	6	7	8	9a	9b	10	TOTAL
Convenience Goods	**£89.2**	**£40.5**	**£63.4**	**£24.7**	**£58.1**	**£26.8**	**£37.2**	**£36.7**	**£26.0**	**£8.8**	**£52.1**	**£463.5**
Clothes and shoes	**£61.3**	**£27.7**	**£44.6**	**£17.1**	**£40.0**	**£17.8**	**£25.7**	**£24.7**	**£17.3**	**£6.0**	**£34.5**	**£316.7**
Clothing materials and garments per Person	£49.8	£22.4	£36.2	£13.8	£32.0	£14.4	£20.9	£20.1	£13.9	£4.8	£28.0	£256.3
Shoes and other footwear per Person	£9.3	£4.4	£6.8	£2.7	£6.6	£2.8	£3.9	£3.7	£2.8	£1.0	£5.2	£49.0
Furniture, floorcoverings, furnishings	**£32.7**	**£14.6**	**£23.4**	**£9.8**	**£22.2**	**£10.3**	**£16.1**	**£14.2**	**£10.0**	**£3.4**	**£19.5**	**£176.0**
Furniture and furnishings; carpets and other floor coverings per Person	£21.5	£9.6	£15.2	£6.4	£15.4	£6.6	£10.4	£9.4	£6.5	£2.2	£12.9	£116.1
Household textiles per Person	£10.0	£4.5	£7.3	£3.1	£6.1	£3.4	£5.1	£4.3	£3.2	£1.1	£5.8	£53.7
DIY	**£13.0**	**£6.0**	**£9.4**	**£3.9**	**£10.1**	**£4.1**	**£6.5**	**£5.8**	**£3.9**	**£1.4**	**£8.0**	**£72.1**
10% of Non-Durable household goods per Person	£0.5	£0.2	£0.4	£0.1	£0.4	£0.2	£0.2	£0.2	£0.1	£0.1	£0.3	£2.8
Gardens, plants and flowers per Person	£6.2	£2.9	£4.5	£1.9	£4.8	£2.0	£3.3	£2.8	£1.9	£0.6	£3.8	£34.8
Major tools and equipment per Person	£0.2	£0.2	£0.2	£0.1	£0.3	£0.1	£0.1	£0.1	£0.1	£0.0	£0.2	£1.7
Materials for maintenance and repair of the dwelling per Person	£1.7	£0.8	£1.1	£0.5	£1.1	£0.5	£0.7	£0.6	£0.5	£0.2	£0.8	£8.4
Small tools and miscellaneous accessories per Person	£3.9	£1.7	£2.8	£1.2	£3.3	£1.2	£1.9	£1.8	£1.2	£0.4	£2.5	£21.9
Household appliances	**£7.6**	**£3.2**	**£5.3**	**£2.1**	**£4.1**	**£2.1**	**£3.0**	**£2.9**	**£2.1**	**£0.7**	**£3.6**	**£36.7**
Major household appliances (electric or not) per Person	£5.9	£2.5	£4.2	£1.7	£3.3	£1.7	£2.5	£2.3	£1.7	£0.6	£2.9	£29.3
Small electrical household appliances per Person	£1.3	£0.6	£0.9	£0.3	£0.6	£0.3	£0.4	£0.4	£0.3	£0.1	£0.6	£6.0
Other electrical equipment	**£14.6**	**£6.4**	**£10.4**	**£4.1**	**£9.2**	**£4.1**	**£6.3**	**£6.2**	**£4.0**	**£1.3**	**£8.7**	**£75.5**
Audio-visual, photographic and information processing equipment per Person	£14.1	£6.2	£10.0	£4.0	£8.9	£4.0	£6.1	£6.0	£3.9	£1.3	£8.4	£72.8
Health, beauty and medical goods	**£41.1**	**£17.9**	**£28.9**	**£11.1**	**£23.9**	**£12.0**	**£18.5**	**£16.8**	**£11.3**	**£3.8**	**£23.8**	**£209.1**
Appliances for personal care per Person	£22.2	£9.5	£15.7	£5.8	£13.8	£6.3	£9.6	£9.1	£5.9	£2.0	£13.4	£113.5
Medical goods and other pharmaceutical products per Person	£11.9	£5.3	£8.2	£3.4	£6.4	£3.7	£5.8	£5.1	£3.4	£1.2	£7.0	£61.5
Therapeutic appliances and equipment per Person	£5.5	£2.4	£4.0	£1.5	£2.8	£1.6	£2.4	£2.0	£1.5	£0.5	£2.5	£26.6
Toys, games, sporting and recreational goods	**£35.1**	**£15.5**	**£25.7**	**£9.6**	**£21.6**	**£10.1**	**£14.3**	**£13.1**	**£9.7**	**£3.2**	**£17.6**	**£175.7**
Bicycles per Person	£1.9	£0.8	£1.4	£0.5	£1.1	£0.5	£0.8	£0.6	£0.5	£0.2	£0.7	£9.0
Pets and related products per Person	£7.3	£3.7	£5.6	£2.4	£5.2	£2.6	£3.6	£3.3	£2.5	£0.8	£4.5	£41.4
Games, toys and hobbies; sport and camping; musical instruments per Person	£24.7	£10.5	£17.8	£6.4	£14.6	£6.7	£9.3	£8.8	£6.3	£2.1	£11.8	£118.9
CDs, books, jewellery, china and glass	**£34.9**	**£14.5**	**£23.5**	**£9.3**	**£26.4**	**£10.3**	**£16.8**	**£13.9**	**£9.6**	**£3.4**	**£19.8**	**£182.5**
Glassware, tableware and household utensils per Person	£6.1	£2.7	£4.2	£1.7	£4.8	£1.9	£3.0	£2.7	£1.8	£0.7	£4.0	£33.5
Jewellery, clocks and watches per Person	£9.0	£3.5	£5.7	£2.3	£7.6	£2.6	£4.2	£3.3	£2.3	£0.8	£4.8	£46.3
Recording media per Person	£4.3	£1.8	£3.0	£1.2	£3.0	£1.3	£1.9	£1.7	£1.2	£0.4	£2.5	£22.2
Books and stationery per Person	£9.4	£3.9	£6.5	£2.6	£6.0	£2.9	£4.8	£3.9	£2.7	£0.9	£5.4	£49.1
Other personal effects per Person	£4.9	£2.0	£3.3	£1.2	£4.0	£1.3	£2.2	£1.8	£1.2	£0.5	£2.4	£24.9

Notes: total expenditure calculated by multiplying population (Table 1) with per capita expenditure (Table 2) for each year.

TABLE 4: CONVENIENCE GOODS MARKET SHARES, 2016

MOST RECENT MAIN FOOD SHOP

STORE / CENTRE	ZONE 1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Town Centre											
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	0.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	9.1%	0.0%	0.8%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cirencester Town Centre	0.7%	0.0%	0.0%	0.6%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Sub-Total	10.1%	0.0%	0.8%	7.1%	0.0%	0.6%	1.4%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Aldi, Cricklade Road, Cirencester	3.6%	2.1%	1.6%	3.2%	0.0%	2.7%	1.9%	0.0%	0.0%	0.0%	0.0%
Lidl, Love Lane, Cirencester	8.0%	0.6%	1.7%	3.6%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	37.7%	2.2%	7.1%	15.5%	0.0%	14.8%	7.1%	0.0%	0.0%	0.0%	0.0%
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	5.3%	0.0%	0.8%	1.0%	0.0%	3.1%	1.2%	0.0%	0.0%	0.0%	0.0%
Waitrose, Sheep Street, Cirencester	24.2%	1.4%	13.5%	10.9%	0.0%	3.5%	7.3%	0.0%	0.0%	1.0%	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%
Tetbury											
Town Centre											
Tetbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Long Street, Tetbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Tesco Superstore, Priory Road Industrial Estate, London Road, Tetbu	0.0%	27.3%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Co-op, 12 - 14 High Street, Chipping Campden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	1.5%
One Stop, High Street, Chipping Campden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	2.0%
Stow-on-the-Wold											
Town Centre											
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.6%
Co-op, The Square, Stow-on-the-Wold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.6%
Out-of-centre											
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.0%	0.0%	0.0%	1.0%	3.2%	25.0%	0.9%	1.1%	26.7%	62.0%	1.0%
Marks & Spencer BP Garage, Station Road, Stow on the Wold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh											
Town Centre											
Co-op, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.6%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.6%
Out-of-centre											
Budgens, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%
Bourton-on-the-Water											
Village Centre											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londis, High Street, Bourton on the Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Co-op, Station Road, Bourton on the Water, Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	1.1%	0.0%	0.0%	0.0%
South Cerney											
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Market Place, Northleach	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
W J Castle Butchers, The Green, Northleach	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Sub-Total	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Town Centre											
Co-op, Market Place, Fairford	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford Town Centre	0.4%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londis, London Road, Fairford	0.3%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Outside Cotswold District	4.6%	58.3%	67.0%	34.5%	92.6%	22.8%	70.7%	95.5%	53.3%	25.2%	87.2%
Internet / delivered	5.7%	8.1%	4.6%	11.9%	3.5%	13.5%	7.0%	2.2%	7.6%	9.7%	8.1%

PREVIOUS MAIN FOOD SHOP

STORE / CENTRE	ZONE 1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Town Centre											
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	2.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	7.8%	0.0%	3.0%	6.5%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Cirencester Town Centre	1.5%	0.0%	0.0%	0.6%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Sub-Total	11.8%	0.0%	3.0%	7.1%	0.0%	0.6%	2.7%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Aldi, Cricklade Road, Cirencester	4.8%	2.8%	1.7%	5.5%	0.0%	2.5%	2.0%	0.0%	0.0%	1.0%	0.0%
Lidl, Love Lane, Cirencester	9.2%	1.7%	3.7%	7.8%	0.0%	3.3%	1.9%	0.0%	0.0%	1.3%	0.0%
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	37.4%	0.8%	5.5%	13.4%	0.7%	10.1%	8.0%	0.9%	0.0%	0.8%	0.0%
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	1.9%	0.0%	0.8%	2.0%	0.0%	1.7%	1.2%	0.0%	0.0%	0.0%	0.0%
Waitrose, Sheep Street, Cirencester	27.9%	2.8%	9.0%	4.9%	0.0%	2.7%	10.7%	1.1%	0.0%	2.3%	0.0%
Other	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Town Centre											
Tetbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Long Street, Tetbury	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Tesco Superstore, Priory Road Industrial Estate, London Road, Tetbu	0.0%	21.1%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Co-op, 12 - 14 High Street, Chipping Campden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	1.1%	0.0%	0.0%	1.5%
One Stop, High Street, Chipping Campden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	1.1%	0.0%	0.0%	3.3%
Stow-on-the-Wold											
Town Centre											
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.6%
Co-op, The Square, Stow-on-the-Wold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.6%
Out-of-centre											
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.0%	0.0%	0.0%	0.0%	1.9%	22.7%	0.0%	2.4%	21.6%	44.1%	0.6%
Marks & Spencer BP Garage, Station Road, Stow on the Wold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh											
Town Centre											
Co-op, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.4%	0.0%	0.0%
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	3.6%	0.0%	0.6%
Out-of-centre											
Budgens, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.8%	0.0%
Bourton-on-the-Water											
Village Centre											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londis, High Street, Bourton on the Water	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Co-op, Station Road, Bourton on the Water, Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	1.1%	0.0%	0.0%	0.0%
South Cerney											
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Market Place, Northleach	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
W J Castle Butchers, The Green, Northleach	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Sub-Total	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Town Centre											
Co-op, Market Place, Fairford	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford Town Centre	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londis, London Road, Fairford	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Outside Cotswold District	2.3%	59.2%	69.5%	40.9%	94.8%	23.9%	64.4%	90.1%	59.3%	34.1%	82.5%
Internet / delivered	4.0%	9.6%	4.1%	7.3%	2.7%	14.5%	6.7%	3.3%	5.1%	11.4%	11.9%

MOST RECENT TOP-UP FOOD SHOP

STORE / CENTRE	ZONE 1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Town Centre											
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	8.1%	0.0%	0.0%	0.0%	0.0%	0.9%	1.1%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	13.7%	0.8%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cirencester Town Centre	11.8%	0.0%	2.9%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	33.6%	0.8%	2.9%	2.1%	0.0%	0.9%	4.1%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Aldi, Cricklade Road, Cirencester	4.8%	0.0%	1.4%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Lidl, Love Lane, Cirencester	7.3%	0.8%	2.5%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	12.3%	1.3%	1.1%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	5.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.1%	0.0%	0.0%	0.0%	0.0%
Waitrose, Sheep Street, Cirencester	24.6%	0.8%	6.8%	0.8%	0.0%	2.3%	8.0%	0.0%	0.0%	0.0%	0.0%
Other	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Town Centre											
Tetbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Long Street, Tetbury	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Tesco Superstore, Priory Road Industrial Estate, London Road, Tetbu	0.0%	18.3%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Co-op, 12 - 14 High Street, Chipping Campden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%
One Stop, High Street, Chipping Campden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.5%
Stow-on-the-Wold											
Town Centre											
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	14.5%	0.0%
Co-op, The Square, Stow-on-the-Wold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	28.4%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	2.7%	42.9%	0.0%
Out-of-centre											
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.0%	0.0%	0.0%	1.4%	0.0%	5.1%	0.0%	1.8%	23.3%	55.3%	0.0%
Marks & Spencer BP Garage, Station Road, Stow on the Wold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
Moreton-in-Marsh											
Town Centre											
Co-op, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	6.1%	0.0%	0.0%
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	1.8%
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	12.1%	0.0%	4.9%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	40.6%	0.0%	6.6%
Out-of-centre											
Budgens, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.1%	0.0%	17.4%	0.0%	0.0%
Bourton-on-the-Water											
Village Centre											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Londis, High Street, Bourton on the Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Co-op, Station Road, Bourton on the Water, Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	48.2%	4.8%	1.5%	2.1%	0.0%	0.0%
South Cerney											
South Cerney	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Market Place, Northleach	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
W J Castle Butchers, The Green, Northleach	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Sub-Total	0.0%	0.0%	0.0%	23.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Town Centre											
Co-op, Market Place, Fairford	0.6%	0.0%	0.0%	18.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford Town Centre	1.7%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londis, London Road, Fairford	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	18.3%	3.0%	1.2%	4.8%	1.8%	5.2%
Outside Cotswold District	5.4%	73.6%	81.7%	19.0%	99.0%	14.9%	67.4%	95.5%	7.0%	0.0%	71.6%
Internet / delivered	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	1.1%	0.0%	0.0%

PREVIOUS TOP-UP FOOD SHOP

STORE / CENTRE	ZONE 1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Town Centre											
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	9.4%	0.0%	0.0%	0.8%	0.0%	0.9%	2.7%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	16.6%	0.9%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cirencester Town Centre	13.1%	0.0%	4.1%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%
Sub-Total	39.1%	0.9%	4.1%	2.9%	0.0%	0.9%	5.8%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Aldi, Cricklade Road, Cirencester	5.1%	0.0%	1.1%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Love Lane, Cirencester	7.9%	0.9%	3.8%	0.8%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	10.7%	0.0%	4.1%	1.4%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	2.2%	0.0%	0.0%	0.0%	0.0%	1.5%	1.2%	0.0%	0.0%	0.0%	0.0%
Waitrose, Sheep Street, Cirencester	22.3%	6.1%	3.7%	0.8%	0.0%	4.1%	3.9%	0.0%	0.0%	0.0%	0.0%
Other	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Town Centre											
Tetbury Town Centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Long Street, Tetbury	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Tesco Superstore, Priory Road Industrial Estate, London Road, Tetbu	0.0%	16.7%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Co-op, 12 - 14 High Street, Chipping Campden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%
One Stop, High Street, Chipping Campden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.6%
Stow-on-the-Wold											
Town Centre											
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.8%	14.5%	0.0%
Co-op, The Square, Stow-on-the-Wold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	38.7%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	4.9%	53.2%	0.0%
Out-of-centre											
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.0%	0.0%	0.0%	1.4%	1.0%	14.5%	2.0%	0.0%	15.4%	36.0%	1.8%
Marks & Spencer BP Garage, Station Road, Stow on the Wold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
Moreton-in-Marsh											
Town Centre											
Co-op, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.8%	0.0%	0.0%
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	8.3%	0.0%	4.2%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	44.3%	0.0%	4.2%
Out-of-centre											
Budgens, High Street, Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.2%	0.0%	13.5%	1.4%	1.8%
Bourton-on-the-Water											
Village Centre											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Londis, High Street, Bourton on the Water	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre											
Co-op, Station Road, Bourton on the Water, Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	27.2%	1.2%	0.0%	2.2%	1.4%	0.0%
South Cerney											
South Cerney	1.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Market Place, Northleach	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%
W J Castle Butchers, The Green, Northleach	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Sub-Total	0.0%	0.0%	0.0%	25.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Town Centre											
Co-op, Market Place, Fairford	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford Town Centre	0.9%	0.0%	1.5%	26.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londis, London Road, Fairford	0.0%	0.0%	0.0%	13.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%	2.3%	1.2%	3.5%	1.8%	6.3%
Outside Cotswold District	6.1%	70.6%	78.0%	15.4%	99.0%	15.1%	72.8%	98.8%	14.2%	6.2%	67.2%
Internet / delivered	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	1.1%	0.0%	0.0%

Notes: market shares taken from 2016 Cotswold household survey

TABLE 5a: CONVENIENCE GOODS TURNOVERS, 2016

MOST RECENT MAIN FOOD SHOP – ZONE

STORE / CENTRE	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Town Centre											
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	£2.5	£0.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Cirencester Town Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Sub-Total	£2.8	£0.0	£0.2	£0.6	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0
Out-of-centre											
Aldi, Cricklade Road, Cirencester	£1.0	£0.3	£0.3	£0.3	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0
Lidl, Love Lane, Cirencester	£2.2	£0.1	£0.3	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	£10.6	£0.3	£1.4	£1.2	£0.0	£1.2	£0.9	£0.0	£0.0	£0.0	£0.0
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	£1.5	£0.0	£0.2	£0.1	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0
Waitrose, Sheep Street, Cirencester	£6.8	£0.2	£2.7	£0.9	£0.0	£0.3	£0.9	£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
Tetbury											
Town Centre											
Tetbury Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Long Street, Tetbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre											
Tesco Superstore, Priory Road Industrial Estate, London Road, Tet	£0.0	£3.5	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Co-op, 12 - 14 High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2
One Stop, High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3
Stow-on-the-Wold											
Town Centre											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Co-op, The Square, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Out-of-centre											
Tesco Superstore, Fosse Way, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.1	£0.6	£2.1	£0.1	£0.1	£2.1	£1.7	£0.2
Marks & Spencer BP Garage, Station Road, Stow on the Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Town Centre											
Co-op, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Mars	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1
Out-of-centre											
Budgens, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0
Bourton-on-the-Water											
Village Centre											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Londis, High Street, Bourton on the Water	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre											
Co-op, Station Road, Bourton on the Water, Cheltenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Costcutter, Market Place, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
W J Castle Butchers, The Green, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Sub-Total	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Town Centre											
Co-op, Market Place, Fairford	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford Town Centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Londis, London Road, Fairford	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1
Outside Cotswold District	£1.3	£7.5	£13.5	£2.7	£17.2	£1.9	£8.9	£11.5	£4.2	£0.7	£14.7
Internet / delivered	£1.6	£1.0	£0.9	£0.9	£0.7	£1.1	£0.9	£0.3	£0.6	£0.3	£1.4

PREVIOUS MAIN FOOD SHOP – ZONE

STORE / CENTRE	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Town Centre											
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	£0.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	£2.2	£0.0	£0.6	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Cirencester Town Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-Total	£3.3	£0.0	£0.6	£0.6	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0
Out-of-centre											
Aldi, Cricklade Road, Cirencester	£1.3	£0.4	£0.3	£0.4	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0
Lidl, Love Lane, Cirencester	£2.6	£0.2	£0.7	£0.6	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	£10.5	£0.1	£1.1	£1.1	£0.1	£0.9	£1.0	£0.1	£0.0	£0.0	£0.0
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	£0.5	£0.0	£0.2	£0.2	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0
Waitrose, Sheep Street, Cirencester	£7.8	£0.4	£1.8	£0.4	£0.0	£0.2	£1.4	£0.1	£0.0	£0.1	£0.0
Other	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Town Centre											
Tetbury Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Long Street, Tetbury	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre											
Tesco Superstore, Priory Road Industrial Estate, London Road, Tet	£0.0	£2.7	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Co-op, 12 - 14 High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.3
One Stop, High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.6
Stow-on-the-Wold											
Town Centre											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Co-op, The Square, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Out-of-centre											
Tesco Superstore, Fosse Way, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.4	£1.9	£0.0	£0.3	£1.7	£1.2	£0.1
Marks & Spencer BP Garage, Station Road, Stow on the Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Town Centre											
Co-op, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Mars	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.1
Out-of-centre											
Budgens, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0
Bourton-on-the-Water											
Village Centre											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Londis, High Street, Bourton on the Water	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre											
Co-op, Station Road, Bourton on the Water, Cheltenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.1	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Costcutter, Market Place, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
W J Castle Butchers, The Green, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Sub-Total	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Town Centre											
Co-op, Market Place, Fairford	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford Town Centre	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Londis, London Road, Fairford	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1
Outside Cotswold District	£0.6	£7.6	£14.0	£3.2	£17.6	£2.0	£8.1	£10.8	£4.7	£0.9	£13.9
Internet / delivered	£1.1	£1.2	£0.8	£0.6	£0.5	£1.2	£0.9	£0.4	£0.4	£0.3	£2.0

MOST RECENT TOP-UP FOOD SHOP – ZONE

STORE / CENTRE	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Town Centre											
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	£1.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Cirencester Town Centre	£1.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-Total	£4.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Out-of-centre											
Aldi, Cricklade Road, Cirencester	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Lidl, Love Lane, Cirencester	£0.9	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	£1.5	£0.1	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	£0.6	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0
Waitrose, Sheep Street, Cirencester	£2.9	£0.0	£0.6	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0
Other	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Tetbury											
Town Centre											
Tetbury Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Long Street, Tetbury	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre											
Tesco Superstore, Priory Road Industrial Estate, London Road, Tet	£0.0	£1.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Co-op, 12 - 14 High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
One Stop, High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Stow-on-the-Wold											
Town Centre											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0
Co-op, The Square, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0
Out-of-centre											
Tesco Superstore, Fosse Way, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.8	£0.6	£0.0
Marks & Spencer BP Garage, Station Road, Stow on the Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Town Centre											
Co-op, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Mars	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.1
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.4	£0.0	£0.5
Out-of-centre											
Budgens, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0
Bourton-on-the-Water											
Village Centre											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Londis, High Street, Bourton on the Water	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre											
Co-op, Station Road, Bourton on the Water, Cheltenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.3	£0.1	£0.1	£0.0	£0.0
South Cerney											
South Cerney	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Costcutter, Market Place, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
W J Castle Butchers, The Green, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Sub-Total	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Town Centre											
Co-op, Market Place, Fairford	£0.1	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford Town Centre	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Londis, London Road, Fairford	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.2	£0.1	£0.2	£0.0	£0.4
Outside Cotswold District	£0.6	£4.0	£7.0	£0.6	£7.9	£0.5	£3.6	£4.9	£0.2	£0.0	£5.2
Internet / delivered	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0

PREVIOUS TOP-UP FOOD SHOP – ZONE

STORE / CENTRE	1	2	3	4	5	6	7	8	9a	9b	10	TOTAL £m
Cirencester												
Town Centre												
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£3.4
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	£2.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.6
Cirencester Town Centre	£1.6	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£4.9
Sub-Total	£4.7	£0.0	£0.4	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£18.8
Out-of-centre												
Aldi, Cricklade Road, Cirencester	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£6.9
Lidl, Love Lane, Cirencester	£0.9	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.5
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	£1.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£34.0
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£4.4
Waitrose, Sheep Street, Cirencester	£2.7	£0.3	£0.3	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£31.8
Other	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.6
Tetbury												
Town Centre												
Tetbury 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
Co-op, Long Street, Tetbury	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Sub-Total	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Out-of-centre												
Tesco Superstore, Priory Road Industrial Estate, London Road, Tet	£0.0	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.6
Chipping Campden												
Co-op, 12 - 14 High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£2.7
One Stop, High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£4.2
Stow-on-the-Wold												
Town Centre												
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7
Co-op, The Square, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£1.1
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6	£0.0	£1.8
Out-of-centre												
Tesco Superstore, Fosse Way, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.1	£0.0	£0.5	£0.4	£0.1	£16.1
Marks & Spencer BP Garage, Station Road, Stow on the Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Moreton-in-Marsh												
Town Centre												
Co-op, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.6
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Mars	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£2.3
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£1.8
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.3	£4.7
Out-of-centre												
Budgens, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£3.0
Bourton-on-the-Water												
Village Centre												
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Londis, High Street, Bourton on the Water	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Out-of-centre												
Co-op, Station Road, Bourton on the Water, Cheltenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.1	£0.0	£0.0	£5.0
South Cerney												
South Cerney	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Northleach												
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Costcutter, Market Place, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
W J Castle Butchers, The Green, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Lechlade												
Sub-Total	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Fairford												
Town Centre												
Co-op, Market Place, Fairford	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
Fairford Town Centre	£0.1	£0.0	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Londis, London Road, Fairford	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.1	£0.1	£0.1	£0.0	£0.5	£3.7
Outside Cotswold District	£0.7	£3.9	£6.7	£0.5	£7.9	£0.5	£3.9	£5.1	£0.5	£0.1	£4.9	£236.9
Internet / delivered	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£19.4

Notes: market shares t turnover calculated by applying market shares (Table 4) to available expenditure (Table 3)

TABLE 5b: CONVENIENCE GOODS TURNOVERS, 2021

STORE / CENTRE	MOST RECENT MAIN FOOD SHOP ZONE											PREVIOUS MAIN FOOD SHOP ZONE											MOST RECENT TOP-UP FOOD SHOP ZONE											PREVIOUS TOP-UP FOOD SHOP ZONE											TOTAL £m
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10	
Cirencester																																													
Town Centre																																													
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£3.5
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	£2.6	£0.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.6	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.9
Cirencester Town Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£5.0
Sub-Total	£2.9	£0.0	£0.2	£0.6	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£0.6	£0.6	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£4.2	£0.0	£0.3	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£4.8	£0.0	£0.4	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£19.4
Out-of-centre																																													
Aldi, Cricklade Road, Cirencester	£1.0	£0.3	£0.3	£0.3	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4	£0.4	£0.4	£0.4	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£7.1
Lidl, Love Lane, Cirencester	£2.3	£0.1	£0.3	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.2	£0.8	£0.6	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.8
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	£10.9	£0.3	£1.5	£1.3	£0.0	£1.3	£0.9	£0.0	£0.0	£0.0	£0.0	£10.8	£0.1	£1.1	£1.1	£0.1	£0.9	£1.0	£0.1	£0.0	£0.0	£0.0	£1.5	£0.1	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£34.9
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	£1.5	£0.0	£0.2	£0.1	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.2	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£4.5
Waitrose, Sheep Street, Cirencester	£7.0	£0.2	£2.8	£0.9	£0.0	£0.3	£0.9	£0.0	£0.0	£0.0	£0.0	£8.1	£0.4	£1.9	£0.4	£0.0	£0.2	£1.4	£0.1	£0.0	£0.1	£0.0	£3.0	£0.0	£0.6	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£2.8	£0.3	£0.3	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£32.7
Other	£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	£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	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7
Tetbury																																													
Town Centre																																													
Tetbury 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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Long Street, Tetbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.7
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	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£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	£0.8
Out-of-centre																																													
Tesco Superstore, Priory Road Industrial Estate, London Road, Tetb	£0.0	£3.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.9
Chipping Campden																																													
Co-op, 12 - 14 High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£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	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£2.8
One Stop, High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.5	£1.1
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£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	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£4.3
Stow-on-the-Wold																																													
Town Centre																																													
Stow-On-The-Wold Town Centre	£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	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7
Co-op, The Square, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£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	£0.1	£0.5	£0.0	£1.2
Sub-Total	£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	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6	£0.0	£1.9
Out-of-centre																																													
Tesco Superstore, Fosse Way, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.1	£0.6	£2.2	£0.1	£0.1	£2.2	£1.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£2.0	£0.0	£0.3	£1.8	£1.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.8	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.1	£0.0	£0.5	£0.4	£0.1	£16.7
Marks & Spencer BP Garage, Station Road, Stow on the Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Moreton-in-Marsh																																													
Town Centre																																													
Co-op, High Street, Moreton-in-Marsh	£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	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.7
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Mars	£0.0	£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	£0.0	£0.0	£0.1	£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	£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£2.4
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£1.8
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.4	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.3	£4.9
Out-of-centre																																													
Budgens, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.1	£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	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£3.1
Bourton-on-the-Water																																													
Village Centre																																													
Bourton-On-The-Water 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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.2
Londis, High Street, Bourton on the Water	£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	£0.1	£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	£0.2
Sub-Total	£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	£0.1	£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	£0.0	£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	£0.4
Out-of-centre																																													
Co-op, Station Road, Bourton on the Water, Cheltenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.1	£0.0	£0.0	£5.1
South Cerney																																													
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Northleach																																													
Northleach 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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.2
Costcutter, Market Place, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
W J Castle Butchers, The Green, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
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	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Lechlade																																													
Sub-Total	£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	£0.5	£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	£0.0	£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	£2.8
Fairford																																													
Town Centre																																													
Co-op, Market Place, Fairford	£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	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£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	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
Fairford 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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Londis, London Road, Fairford	£0.1	£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	£0.1	£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	£0.0	£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	£1.2
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.2	£0.1	£0.2	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£0.1	£0.1	£0.0	£0.5	£3.8
Outside Cotswold District	£1.3	£7.7	£13.9	£2.8	£17.8	£2.0	£9.0	£11.7	£4.4	£0.7	£15.0	£0.7	£7.8	£14.4	£3.3	£18.2	£2.1	£8.1	£11.0	£4.9	£1.0	£14.2	£0.7	£4.2	£7.3	£0.7	£8.2	£0.6	£3.7	£5.0	£0.2	£0.0	£5.3	£0.8	£4.0	£6.9	£0.5	£8.2	£0.6	£4.0	£5.2	£0.5	£0.1	£5.0	£243.3
Internet / delivered	£1.7	£1.1	£1.0	£1.0	£0.7	£1.2	£0.9	£0.3	£0.6	£0.3	£1.4	£1.1	£1.3	£0.8	£0.6	£0.5	£1.3	£0.9	£0.4	£0.4	£0.3	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£20.0

Notes: turnover calculated by applying market shares (Table 4) to available expenditure (Table 3)

TABLE 5c: CONVENIENCE GOODS TURNOVERS, 2026

STORE / CENTRE	MOST RECENT MAIN FOOD SHOP ZONE 1	2	3	4	5	6	7	8	9a	9b	10	PREVIOUS MAIN FOOD SHOP ZONE 1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Town Centre																						
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	£2.7	£0.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.7	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Cirencester Town Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-Total	£3.0	£0.0	£0.2	£0.6	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£0.7	£0.6	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0
Out-of-centre																						
Aldi, Cricklade Road, Cirencester	£1.1	£0.3	£0.3	£0.3	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4	£0.4	£0.4	£0.5	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0
Lidl, Love Lane, Cirencester	£2.4	£0.1	£0.4	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.2	£0.8	£0.6	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	£11.3	£0.3	£1.5	£1.3	£0.0	£1.3	£0.9	£0.0	£0.0	£0.0	£0.0	£11.2	£0.1	£1.2	£1.1	£0.1	£0.9	£1.0	£0.1	£0.0	£0.0	£0.0
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	£1.6	£0.0	£0.2	£0.1	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.2	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0
Waitrose, Sheep Street, Cirencester	£7.2	£0.2	£2.9	£0.9	£0.0	£0.3	£0.9	£0.0	£0.0	£0.0	£0.0	£8.4	£0.4	£1.9	£0.4	£0.0	£0.2	£1.4	£0.1	£0.0	£0.1	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Town Centre																						
Tetbury 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	£0.0
Co-op, Long Street, Tetbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
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	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre																						
Tesco Superstore, Priory Road Industrial Estate, London Road, Tetb	£0.0	£3.7	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Co-op, 12 - 14 High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.3
One Stop, High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.6
Stow-on-the-Wold																						
Town Centre																						
Stow-On-The-Wold Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Co-op, The Square, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Sub-Total	£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	£0.0	£0.0	£0.1	£0.1
Out-of-centre																						
Tesco Superstore, Fosse Way, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.1	£0.6	£2.2	£0.1	£0.1	£2.3	£1.8	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£2.0	£0.0	£0.3	£1.9	£1.3	£0.1
Marks & Spencer BP Garage, Station Road, Stow on the Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh																						
Town Centre																						
Co-op, High Street, Moreton-in-Marsh	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Mars	£0.0	£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	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.1
Out-of-centre																						
Budgens, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.1	£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	£0.9	£0.0	£0.0
Bourton-on-the-Water																						
Village Centre																						
Bourton-On-The-Water 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	£0.0
Londis, High Street, Bourton on the Water	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre																						
Co-op, Station Road, Bourton on the Water, Cheltenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.1	£0.0	£0.0	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Costcutter, Market Place, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
W J Castle Butchers, The Green, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade																						
Sub-Total	£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	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford																						
Town Centre																						
Co-op, Market Place, Fairford	£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	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford 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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Londis, London Road, Fairford	£0.1	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1
Outside Cotswold District	£1.4	£8.0	£14.4	£2.9	£18.3	£2.0	£9.1	£12.0	£4.6	£0.7	£15.4	£0.7	£8.1	£14.9	£3.4	£18.8	£2.1	£8.2	£11.3	£5.1	£1.0	£14.6
Internet / delivered	£1.7	£1.1	£1.0	£1.0	£0.7	£1.2	£0.9	£0.3	£0.7	£0.3	£1.4	£1.2	£1.3	£0.9	£0.6	£0.5	£1.3	£0.9	£0.4	£0.4	£0.3	£2.1

STORE / CENTRE	MOST RECENT TOP-UP FOOD SHOP ZONE 1	2	3	4	5	6	7	8	9a	9b	10	PREVIOUS TOP-UP FOOD SHOP ZONE 1	2	3	4	5	6	7	8	9a	9b	10	TOTAL £m
Cirencester																							
Town Centre																							
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£3.6
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	£1.8	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.3
Cirencester Town Centre	£1.5	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£5.2
Sub-Total	£4.3	£0.0	£0.3	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£5.0	£0.1	£0.4	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£20.0
Out-of-centre																							
Aldi, Cricklade Road, Cirencester	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£7.3
Lidl, Love Lane, Cirencester	£0.9	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.2
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	£1.6	£0.1	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.4	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£36.2
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	£0.6	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£4.7
Waitrose, Sheep Street, Cirencester	£3.2	£0.0	£0.6	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£2.9	£0.4	£0.3	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£33.8
Other	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7
Tetbury																							
Town Centre																							
Tetbury 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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Co-op, Long Street, Tetbury	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub-Total	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Out-of-centre																							
Tesco Superstore, Priory Road Industrial Estate, London Road, Tetb	£0.0	£1.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.3
Chipping Campden																							
Co-op, 12 - 14 High Street, Chipping Campden	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£2.8
One Stop, High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.1
Sub-Total	£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	£0.0	£0.0	£1.4	£4.4
Stow-on-the-Wold																							
Town Centre																							
Stow-On-The-Wold Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.8
Co-op, The Square, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.0	£1.2
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.7	£0.0	£2.0
Out-of-centre																							
Tesco Superstore, Fosse Way, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.1	£0.9	£0.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.6	£0.1	£0.0	£0.6	£0.5	£0.1	£17.4
Marks & Spencer BP Garage, Station Road, Stow on the Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Moreton-in-Marsh																							
Town Centre																							
Co-op, High Street, Moreton-in-Marsh	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.7
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Mars	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£2.5
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£1.9
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.5	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.3	£5.1
Out-of-centre																							
Budgens, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£3.3
Bourton-on-the-Water																							
Village Centre																							
Bourton-On-The-Water 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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Londis, High Street, Bourton on the Water	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-Total	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Out-of-centre																							
Co-op, Station Road, Bourton on the Water, Cheltenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.1	£0.0	£0.0	£5.3
South Cerney																							
South Cerney	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Northleach																							
Northleach 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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Costcutter, Market Place, Northleach	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
W J Castle Butchers, The Green, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£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	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Lechlade																							
Sub-Total	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
Fairford																							
Town Centre																							
Co-op, Market Place, Fairford	£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	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Fairford Town Centre	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Londis, London Road, Fairford	£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	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.2	£0.1	£0.2	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£0.1	£0.1	£0.0	£0.5	£4.0
Outside Cotswold District	£0.7	£4.3	£7.5	£0.7	£8.4	£0.6	£3.7	£5.1	£0.3	£0.0	£5.4	£0.8	£4.1	£7.2	£0.6	£8.4	£0.6	£4.0	£5.3	£0.5	£0.1	£5.1	£250.4
Internet / delivered	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£20.6

Notes: market shares t turnover calculated by applying market shares (Table 4) to available expenditure (Table 3)

TABLE 5d: CONVENIENCE GOODS TURNOVERS, 2031

STORE / CENTRE	MOST RECENT MAIN FOOD SHOP ZONE 1	2	3	4	5	6	7	8	9a	9b	10	PREVIOUS MAIN FOOD SHOP ZONE 1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Town Centre																						
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	£2.8	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£0.0	£0.7	£0.6	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Cirencester Town Centre	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-Total	£3.1	£0.0	£0.2	£0.6	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.7	£0.6	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0
Out-of-centre																						
Aldi, Cricklade Road, Cirencester	£1.1	£0.3	£0.4	£0.3	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£1.5	£0.4	£0.4	£0.5	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0
Lidl, Love Lane, Cirencester	£2.5	£0.1	£0.4	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.2	£0.8	£0.7	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	£11.8	£0.3	£1.6	£1.3	£0.0	£1.4	£0.9	£0.0	£0.0	£0.0	£0.0	£11.7	£0.1	£1.2	£1.2	£0.1	£0.9	£1.0	£0.1	£0.0	£0.0	£0.0
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	£1.7	£0.0	£0.2	£0.1	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.2	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0
Waitrose, Sheep Street, Cirencester	£7.6	£0.2	£3.0	£0.9	£0.0	£0.3	£1.0	£0.0	£0.0	£0.0	£0.0	£8.7	£0.4	£2.0	£0.4	£0.0	£0.3	£1.4	£0.1	£0.0	£0.1	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Town Centre																						
Tetbury 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	£0.0
Co-op, Long Street, Tetbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
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	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre																						
Tesco Superstore, Priory Road Industrial Estate, London Road, Tetb	£0.0	£3.9	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Co-op, 12 - 14 High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.3
One Stop, High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.6
Stow-on-the-Wold																						
Town Centre																						
Stow-On-The-Wold Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Co-op, The Square, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Sub-Total	£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	£0.0	£0.0	£0.1	£0.1
Out-of-centre																						
Tesco Superstore, Fosse Way, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.1	£0.7	£2.3	£0.1	£0.1	£2.4	£1.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£2.1	£0.0	£0.3	£2.0	£1.4	£0.1
Marks & Spencer BP Garage, Station Road, Stow on the Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh																						
Town Centre																						
Co-op, High Street, Moreton-in-Marsh	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Mars	£0.0	£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	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.1
Out-of-centre																						
Budgens, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.1	£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	£1.0	£0.0	£0.0
Bourton-on-the-Water																						
Village Centre																						
Bourton-On-The-Water 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	£0.0
Londis, High Street, Bourton on the Water	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre																						
Co-op, Station Road, Bourton on the Water, Cheltenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.1	£0.0	£0.0	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Costcutter, Market Place, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
W J Castle Butchers, The Green, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade																						
Sub-Total	£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	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford																						
Town Centre																						
Co-op, Market Place, Fairford	£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	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford Town Centre	£0.1	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Londis, London Road, Fairford	£0.1	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1
Outside Cotswold District	£1.4	£8.3	£14.9	£3.0	£18.8	£2.1	£9.2	£12.3	£4.9	£0.8	£15.9	£0.7	£8.4	£15.4	£3.5	£19.3	£2.2	£8.4	£11.6	£5.4	£1.1	£15.1
Internet / delivered	£1.8	£1.1	£1.0	£1.0	£0.7	£1.3	£0.9	£0.3	£0.7	£0.3	£1.5	£1.2	£1.4	£0.9	£0.6	£0.5	£1.4	£0.9	£0.4	£0.5	£0.3	£2.2

STORE / CENTRE	MOST RECENT TOP-UP FOOD SHOP ZONE 1	2	3	4	5	6	7	8	9a	9b	10	PREVIOUS TOP-UP FOOD SHOP ZONE 1	2	3	4	5	6	7	8	9a	9b	10	TOTAL £m
Cirencester																							
Town Centre																							
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£3.8
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	£1.8	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.7
Cirencester Town Centre	£1.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£5.4
Sub-Total	£4.5	£0.1	£0.3	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£5.2	£0.1	£0.4	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£20.9
Out-of-centre																							
Aldi, Cricklade Road, Cirencester	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£7.6
Lidl, Love Lane, Cirencester	£1.0	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.6
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	£1.6	£0.1	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.4	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£37.6
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	£0.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£4.9
Waitrose, Sheep Street, Cirencester	£3.3	£0.1	£0.6	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£3.0	£0.4	£0.4	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£35.1
Other	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.8
Tetbury																							
Town Centre																							
Tetbury 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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Co-op, Long Street, Tetbury	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub-Total	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Out-of-centre																							
Tesco Superstore, Priory Road Industrial Estate, London Road, Tetb	£0.0	£1.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.7
Chipping Campden																							
Co-op, 12 - 14 High Street, Chipping Campden	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£2.9
One Stop, High Street, Chipping Campden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.1
Sub-Total	£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	£0.0	£0.0	£1.5	£4.5
Stow-on-the-Wold																							
Town Centre																							
Stow-On-The-Wold Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.8
Co-op, The Square, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.0	£1.3
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.7	£0.0	£2.1
Out-of-centre																							
Tesco Superstore, Fosse Way, Stow-on-the-Wold	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.1	£0.9	£0.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.6	£0.1	£0.0	£0.6	£0.5	£0.1	£18.2
Marks & Spencer BP Garage, Station Road, Stow on the Wold	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Moreton-in-Marsh																							
Town Centre																							
Co-op, High Street, Moreton-in-Marsh	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.7
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Mars	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£2.6
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£2.0
Sub-Total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.6	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.3	£5.4
Out-of-centre																							
Budgens, High Street, Moreton-in-Marsh	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£3.4
Bourton-on-the-Water																							
Village Centre																							
Bourton-On-The-Water 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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Londis, High Street, Bourton on the Water	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-Total	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Out-of-centre																							
Co-op, Station Road, Bourton on the Water, Cheltenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	£0.0	£0.1	£0.0	£0.0	£5.5
South Cerney																							
South Cerney	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Northleach																							
Northleach 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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Costcutter, Market Place, Northleach	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
W J Castle Butchers, The Green, Northleach	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-Total	£0.0	£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	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Lechlade																							
Sub-Total	£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	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
Fairford																							
Town Centre																							
Co-op, Market Place, Fairford	£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	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Fairford Town Centre	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Londis, London Road, Fairford	£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	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.2	£0.1	£0.2	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£0.1	£0.1	£0.0	£0.5	£4.1
Outside Cotswold District	£0.7	£4.5	£7.8	£0.7	£8.6	£0.6	£3.8	£5.3	£0.3	£0.0	£5.6	£0.8	£4.3	£7.4	£0.6	£8.6	£0.6	£4.1	£5.4	£0.6	£0.1	£5.3	£258.0
Internet / delivered	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£21.3

Notes: turnover calculated by applying market shares (Table 4) to available expenditure (Table 3)

Table 6: Market Share of Comparison Goods Facilities

	MOST RECENT CLOTHING/FASHION SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	26.0%	9.9%	8.9%	14.8%	0.0%	5.0%	14.3%	0.7%	1.0%	0.0%	0.0%
Out-of-centre	1.3%	0.0%	0.0%	2.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Tetbury Town Centre	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	4.3%	5.3%	0.6%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.6%	0.8%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.9%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Cerney											
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Lechlade On Thames Town Centre	0.3%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Fairford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Other Outside Cotswold District	51.4%	77.1%	62.7%	69.0%	81.3%	67.2%	68.9%	80.6%	80.7%	73.1%	82.2%
Internet, mail order etc	20.1%	9.1%	28.3%	12.8%	17.8%	20.9%	16.8%	18.7%	13.4%	20.8%	15.2%

	PREVIOUS CLOTHING/FASHION SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	21.5%	8.1%	8.0%	11.6%	0.0%	6.2%	12.2%	0.9%	1.2%	0.8%	0.0%
Out-of-centre	1.4%	0.0%	0.0%	0.7%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Tetbury Town Centre	0.0%	2.8%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.9%	6.7%	0.6%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.8%	0.8%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.8%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Cerney											
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Lechlade On Thames Town Centre	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Fairford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.5%	0.0%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Other Outside Cotswold District	61.4%	80.9%	69.6%	76.4%	75.3%	74.4%	77.0%	75.5%	76.8%	70.9%	84.0%
Internet, mail order etc	14.8%	8.2%	20.0%	9.6%	24.8%	12.7%	10.7%	22.9%	15.5%	20.7%	12.8%

Notes: market shares taken from 2016 household survey

Table 6: Market Share of Comparison Goods Facilities

	MOST RECENT FURNITURE, FLOORCOVERINGS, SOFT FURNISHINGS SHOP											PREVIOUS FURNITURE, FLOORCOVERINGS, FURNISHINGS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	35.6%	0.0%	11.4%	10.9%	0.9%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	26.6%	0.0%	10.4%	15.4%	1.0%	0.0%	4.4%	0.0%	3.5%	1.6%	0.0%
Out-of-centre	1.5%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.8%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tetbury																						
Tetbury Town Centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Out-of-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%	0.0%
Chipping Campden																						
Chipping Campden Town Centre	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	2.4%	0.0%
Out-of-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%	0.0%
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	19.5%	11.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	0.0%	0.0%	19.1%	8.4%	1.2%
Out-of-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%	0.0%
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	4.4%	0.0%
Out-of-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%	0.0%
South Cerney																						
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach																						
Northleach 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%	0.0%
Lechlade																						
Lechlade On Thames Town Centre	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford																						
Fairford 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%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Outside Cotswold District	35.3%	74.1%	69.7%	62.6%	85.9%	78.5%	82.3%	85.6%	59.7%	51.6%	80.4%	48.0%	78.7%	66.7%	68.2%	87.2%	65.5%	84.4%	83.0%	62.5%	53.9%	81.3%
Internet, mail order etc	27.6%	24.8%	18.9%	23.1%	13.1%	13.0%	10.8%	14.4%	20.8%	33.5%	15.4%	24.8%	19.0%	22.9%	14.7%	11.7%	13.1%	11.2%	17.0%	13.2%	29.3%	15.6%

Notes:

Table 6: Market Share of Comparison Goods Facilities

	MOST RECENT DIY SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester											
Cirencester Town Centre	66.1%	1.5%	8.4%	29.7%	0.8%	4.6%	16.2%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	14.4%	1.0%	5.6%	8.6%	0.0%	6.3%	1.6%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Tetbury Town Centre	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	9.6%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	7.8%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	3.5%	6.3%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	1.1%	0.0%
South Cerney											
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Lechlade On Thames Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Fairford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Outside Cotswold District	17.5%	89.7%	82.3%	57.2%	94.2%	74.8%	77.9%	99.1%	87.3%	72.2%	95.0%
Internet, mail order etc	2.1%	1.0%	3.7%	3.7%	5.0%	2.3%	4.3%	0.9%	1.0%	1.9%	3.4%

	PREVIOUS DIY SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester											
Cirencester Town Centre	65.4%	0.0%	5.6%	28.6%	0.9%	3.3%	10.7%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	11.7%	3.4%	8.3%	7.6%	0.0%	2.1%	4.1%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Tetbury Town Centre	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	17.0%	0.8%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	8.9%	3.2%	1.4%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	1.2%	0.0%	1.1%	7.5%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Cerney											
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Lechlade On Thames Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Fairford Town Centre	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Outside Cotswold District	19.0%	89.8%	82.1%	55.1%	92.0%	79.5%	77.5%	99.0%	87.5%	71.1%	96.1%
Internet, mail order etc	3.8%	0.8%	4.1%	2.8%	6.3%	4.3%	6.5%	1.0%	1.1%	0.0%	0.8%

Notes:

Table 6: Market Share of Comparison Goods Facilities

	MOST RECENT DOMESTIC APPLIANCES SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	41.6%	7.8%	0.0%	10.8%	0.0%	3.9%	6.6%	0.0%	0.0%	0.9%	0.0%
Out-of-centre	0.6%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Tetbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	0.0%	1.0%	0.0%	0.0%	0.0%	2.9%	1.4%	0.9%	7.6%	22.6%	0.9%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.8%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Cerney											
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Lechlade On Thames Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Fairford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Outside Cotswold District	27.5%	61.6%	59.0%	43.0%	57.4%	39.1%	53.9%	79.9%	41.9%	32.3%	55.9%
Internet, mail order etc	30.3%	29.6%	39.9%	46.2%	42.6%	52.5%	38.2%	19.2%	48.3%	44.2%	42.1%

	PREVIOUS DOMESTIC APPLIANCES SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	42.4%	3.5%	5.0%	10.9%	0.0%	3.6%	6.8%	0.0%	0.0%	1.0%	0.0%
Out-of-centre	2.2%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Tetbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.8%	1.4%	0.9%	6.1%	20.4%	2.5%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Cerney											
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Lechlade On Thames Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Fairford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Other Outside Cotswold District	26.8%	70.3%	64.9%	47.1%	69.4%	43.5%	51.5%	65.1%	44.0%	40.1%	59.2%
Internet, mail order etc	28.5%	25.1%	28.9%	42.0%	30.6%	52.0%	40.2%	34.0%	49.9%	38.6%	36.6%

Notes:

COTSWOLD DISTRICT COUNCIL
COTSWOLD RETAIL STUDY 2016

Table 6: Market Share of Comparison Goods Facilities

	MOST RECENT ELECTRICAL GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	41.0%	6.5%	0.9%	7.3%	0.0%	4.5%	7.4%	0.0%	2.5%	0.0%	0.0%
Out-of-centre	1.8%	6.9%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Tetbury Town Centre	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	2.6%	3.8%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.7%	2.1%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.8%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Cerney											
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Lechlade On Thames Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Fairford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Outside Cotswold District	31.7%	60.8%	63.1%	56.4%	80.6%	47.6%	60.9%	77.6%	47.9%	52.5%	67.9%
Internet, mail order etc	25.6%	22.3%	36.0%	35.5%	19.5%	41.2%	30.5%	22.4%	45.6%	39.9%	32.1%

	PREVIOUS ELECTRICAL GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	37.5%	2.1%	1.9%	9.8%	0.0%	5.6%	5.8%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	1.1%	2.5%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Tetbury											
Tetbury Town Centre	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden											
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.6%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.8%	1.1%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.8%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Cerney											
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach											
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Lechlade											
Lechlade On Thames Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford											
Fairford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Outside Cotswold District	36.3%	67.9%	61.1%	58.0%	74.8%	50.6%	59.4%	67.5%	50.8%	55.1%	52.1%
Internet, mail order etc	25.1%	23.8%	37.0%	31.4%	25.2%	39.4%	34.8%	32.5%	47.7%	35.5%	47.0%

Notes:

Table 6: Market Share of Comparison Goods Facilities

	MOST RECENT HEALTH AND BEAUTY GOODS SHOP											PREVIOUS HEALTH AND BEAUTY GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Cirencester Town Centre	82.2%	4.2%	13.7%	15.7%	0.0%	7.0%	13.8%	0.0%	0.0%	1.1%	0.0%	73.0%	3.8%	23.3%	14.9%	0.0%	8.9%	16.4%	0.0%	0.0%	1.1%	0.0%
Out-of-centre	6.4%	0.0%	0.8%	1.1%	0.0%	10.8%	3.1%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	3.3%	2.4%	0.0%	12.6%	3.1%	0.0%	0.0%	0.0%	0.0%
Tetbury																						
Tetbury Town Centre	0.0%	19.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	20.8%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	3.4%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden																						
Chipping Campden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	1.0%	0.0%	0.0%	9.4%
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.7%	6.7%	0.0%	0.0%	11.3%	72.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	5.0%	0.0%	0.0%	9.5%	64.4%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	1.1%	3.3%	0.0%	0.0%	1.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	1.1%	1.1%	0.0%
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	36.3%	1.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	31.0%	3.7%	1.2%
Out-of-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%	0.0%
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	25.2%	0.8%	0.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.8%	0.8%	2.1%	0.0%	0.0%	0.0%
Out-of-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%	0.0%
South Cerney																						
South Cerney	3.5%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach																						
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	1.4%	0.0%	0.0%	0.0%	0.0%
Lechlade																						
Lechlade On Thames Town Centre	0.0%	0.0%	0.0%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford																						
Fairford Town Centre	0.0%	0.0%	0.0%	32.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	31.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	3.1%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Other Outside Cotswold District	2.9%	73.0%	71.2%	28.3%	93.3%	30.0%	72.9%	89.1%	50.6%	19.6%	83.5%	9.9%	68.5%	65.0%	30.9%	94.7%	30.4%	70.8%	90.8%	55.3%	28.7%	81.1%
Internet, mail order etc	1.9%	0.0%	12.0%	7.1%	4.1%	9.6%	6.5%	8.8%	0.8%	3.5%	3.6%	5.2%	3.2%	5.2%	6.3%	3.4%	12.8%	4.5%	6.1%	2.5%	1.1%	8.3%

Notes:

Table 6: Market Share of Comparison Goods Facilities

	MOST RECENT RECREATIONAL GOODS SHOP											PREVIOUS RECREATIONAL GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Cirencester Town Centre	45.4%	2.5%	8.4%	11.8%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	43.8%	3.0%	8.6%	7.7%	0.0%	6.3%	9.9%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	4.1%	1.6%	0.0%	2.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tetbury																						
Tetbury Town Centre	0.0%	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%	0.0%	0.0%	0.0%	0.0%
Out-of-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%	0.0%
Chipping Campden																						
Chipping Campden 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%	0.0%
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.7%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.1%	0.0%	0.0%	1.8%	10.0%	0.0%
Out-of-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%	0.0%
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	1.6%	1.7%	0.0%	3.9%	21.6%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	1.6%	17.2%	9.0%	0.0%
Out-of-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%	0.0%
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	1.3%	1.6%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	2.3%
Out-of-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%	0.0%
South Cerney																						
South Cerney	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%	0.0%	0.0%	0.0%	0.0%
Northleach																						
Northleach Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
Lechlade																						
Lechlade On Thames Town Centre	0.6%	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%	0.0%	0.0%	0.0%	0.0%
Out-of-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%	0.0%
Fairford																						
Fairford 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%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Outside Cotswold District	26.3%	64.2%	50.6%	62.0%	69.3%	33.0%	67.6%	76.6%	45.8%	33.1%	53.6%	26.4%	69.5%	43.8%	63.1%	70.3%	41.2%	55.5%	80.5%	43.6%	32.0%	64.0%
Internet, mail order etc	23.6%	29.6%	41.0%	23.9%	29.1%	46.3%	30.3%	19.5%	29.5%	48.2%	44.1%	26.3%	27.5%	47.6%	26.9%	28.5%	41.9%	34.5%	17.9%	37.4%	49.0%	33.7%

Notes:

Table 6: Market Share of Comparison Goods Facilities

	MOST RECENT CDs, JEWELLERY, CHINA, GLASS, BOOKS SHOP											PREVIOUS CDs, JEWELLERY, CHINA, GLASS, BOOKS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Cirencester Town Centre	55.2%	3.0%	10.0%	23.2%	0.0%	5.0%	10.9%	1.0%	0.0%	1.6%	0.0%	53.7%	1.6%	20.5%	26.8%	0.0%	5.6%	9.4%	0.0%	0.0%	1.6%	0.0%
Out-of-centre	2.3%	0.0%	1.4%	1.5%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.4%	1.5%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Tetbury																						
Tetbury Town Centre	0.0%	13.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chipping Campden																						
Chipping Campden Town Centre	0.0%	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%	0.0%	0.0%	0.0%	3.2%
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	1.0%	2.4%	33.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.8%	1.7%	0.0%	0.0%	3.0%	24.1%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%
Out-of-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%	0.0%
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	3.7%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.8%	0.0%	0.0%	1.2%	0.0%
Out-of-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%	0.0%
South Cerney																						
South Cerney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northleach																						
Northleach 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%	0.0%
Lechlade																						
Lechlade On Thames Town Centre	0.0%	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%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairford																						
Fairford Town Centre	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Cotswold District	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Outside Cotswold District	6.2%	36.7%	23.5%	11.3%	44.3%	23.7%	23.7%	51.0%	29.2%	22.8%	41.4%	10.3%	36.0%	17.5%	13.9%	46.1%	31.2%	31.6%	66.9%	33.0%	37.9%	38.0%
Internet, mail order etc	36.3%	40.5%	63.4%	56.7%	55.7%	62.3%	59.2%	47.1%	56.5%	39.7%	54.7%	34.8%	47.1%	60.5%	50.2%	53.1%	54.8%	55.2%	33.1%	55.6%	33.9%	58.9%

Notes:

Table 7a: Turnover of Comparison Goods Facilities, 2016

	MOST RECENT CLOTHING/FASHION SHOP											PREVIOUS CLOTHING/FASHION SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	£4.5	£0.8	£1.1	£0.7	£0.0	£0.3	£1.1	£0.1	£0.0	£0.0	£0.0	£3.7	£0.6	£1.0	£0.6	£0.0	£0.3	£1.0	£0.1	£0.1	£0.0	£0.0
Out-of-centre	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury Town Centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh 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	£0.1	£0.0	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£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	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames Town Centre	£0.1	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other Outside Cotswold District	£8.9	£6.1	£8.0	£3.4	£9.3	£3.4	£5.4	£5.8	£3.8	£1.2	£8.2	£10.6	£6.4	£8.8	£3.8	£8.6	£3.7	£6.0	£5.5	£3.6	£1.2	£8.4
Internet, mail order etc	£3.5	£0.7	£3.6	£0.6	£2.0	£1.0	£1.3	£1.4	£0.6	£0.3	£1.5	£2.6	£0.6	£2.5	£0.5	£2.8	£0.6	£0.8	£1.7	£0.7	£0.3	£1.3

Notes turnover calculated by applying comparison goods market shares (Table 6) to available comparison goods expenditure (Table 3)

Table 7a: Turnover of Comparison Goods Facilities, 2016

	MOST RECENT FURNITURE, FLOORCOVERINGS, SOFT FURNISHINGS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£3.3	£0.0	£0.8	£0.3	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.5	£0.1	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£3.2	£3.1	£4.6	£1.8	£5.5	£2.3	£4.0	£3.6	£1.6	£0.5	£4.5
Internet, mail order etc	£2.5	£1.0	£1.3	£0.7	£0.8	£0.4	£0.5	£0.6	£0.6	£0.3	£0.9

	PREVIOUS FURNITURE, FLOORCOVERINGS, FURNISHINGS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£2.4	£0.0	£0.7	£0.4	£0.1	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0
Out-of-centre	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.5	£0.1	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£4.4	£3.3	£4.4	£1.9	£5.6	£1.9	£4.1	£3.5	£1.7	£0.5	£4.6
Internet, mail order etc	£2.3	£0.8	£1.5	£0.4	£0.7	£0.4	£0.5	£0.7	£0.4	£0.3	£0.9

Notes

Table 7a: Turnover of Comparison Goods Facilities, 2016

	MOST RECENT DIY SHOP											PREVIOUS DIY SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Cirencester Town Centre	£2.4	£0.0	£0.2	£0.3	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£2.4	£0.0	£0.1	£0.3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.5	£0.0	£0.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.2	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden 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	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold 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	£0.1	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames 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	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£0.6	£1.5	£2.2	£0.6	£2.7	£0.9	£1.5	£1.7	£0.9	£0.3	£2.2	£0.7	£1.5	£2.2	£0.6	£2.7	£0.9	£1.5	£1.7	£0.9	£0.3	£2.2
Internet, mail order etc	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.1	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0

Notes

Table 7a: Turnover of Comparison Goods Facilities, 2016

	MOST RECENT DOMESTIC APPLIANCES SHOP											PREVIOUS DOMESTIC APPLIANCES SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Cirencester Town Centre	£0.9	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Out-of-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	£0.0
Tetbury																						
Tetbury 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	£0.0
Out-of-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	£0.0
Chipping Campden																						
Chipping Campden 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	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold 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	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh 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	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water 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	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames 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	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£0.6	£0.6	£0.9	£0.3	£0.7	£0.2	£0.5	£0.7	£0.2	£0.1	£0.6	£0.6	£0.6	£1.0	£0.3	£0.8	£0.3	£0.5	£0.6	£0.3	£0.1	£0.6
Internet, mail order etc	£0.6	£0.3	£0.6	£0.3	£0.5	£0.3	£0.3	£0.2	£0.3	£0.1	£0.4	£0.6	£0.2	£0.4	£0.3	£0.4	£0.3	£0.4	£0.3	£0.3	£0.1	£0.4

Notes

COTSWOLD DISTRICT COUNCIL
COTSWOLD RETAIL STUDY 2016

Table 7a: Turnover of Comparison Goods Facilities, 2016

	MOST RECENT ELECTRICAL GOODS SHOP											PREVIOUS ELECTRICAL GOODS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	£1.7	£0.1	£0.0	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.1	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury 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	£0.0
Out-of-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	£0.0
Chipping Campden																						
Chipping Campden 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	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold 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	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh 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	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water 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	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames 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	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£1.3	£1.1	£1.9	£0.7	£2.1	£0.6	£1.2	£1.4	£0.5	£0.2	£1.7	£1.5	£1.2	£1.8	£0.7	£2.0	£0.6	£1.1	£1.2	£0.6	£0.2	£1.3
Internet, mail order etc	£1.1	£0.4	£1.1	£0.4	£0.5	£0.5	£0.6	£0.4	£0.5	£0.1	£0.8	£1.0	£0.4	£1.1	£0.4	£0.7	£0.5	£0.7	£0.6	£0.5	£0.1	£1.2

Notes

Table 7a: Turnover of Comparison Goods Facilities, 2016

	MOST RECENT HEALTH AND BEAUTY GOODS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester											
Cirencester Town Centre	£9.5	£0.2	£1.1	£0.5	£0.0	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.7	£0.0	£0.1	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.8
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£0.8	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£0.3	£3.7	£5.9	£0.9	£6.4	£1.0	£4.1	£4.4	£1.6	£0.2	£5.8
Internet, mail order etc	£0.2	£0.0	£1.0	£0.2	£0.3	£0.3	£0.4	£0.4	£0.0	£0.0	£0.3

	PREVIOUS HEALTH AND BEAUTY GOODS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester											
Cirencester Town Centre	£8.5	£0.2	£1.9	£0.5	£0.0	£0.3	£0.9	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.6	£0.0	£0.3	£0.1	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£1.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.7
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£0.7	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£1.1	£3.5	£5.3	£1.0	£6.5	£1.0	£4.0	£4.5	£1.7	£0.3	£5.6
Internet, mail order etc	£0.6	£0.2	£0.4	£0.2	£0.2	£0.4	£0.3	£0.3	£0.1	£0.0	£0.6

Notes

Table 7a: Turnover of Comparison Goods Facilities, 2016

	MOST RECENT RECREATIONAL GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£4.5	£0.1	£0.6	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.4	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.6	£0.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£2.6	£2.8	£3.7	£1.7	£4.3	£0.9	£2.9	£3.0	£1.2	£0.3	£2.7
Internet, mail order etc	£2.3	£1.3	£3.0	£0.7	£1.8	£1.3	£1.3	£0.8	£0.8	£0.4	£2.3

	PREVIOUS RECREATIONAL GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£4.3	£0.1	£0.6	£0.2	£0.0	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.5	£0.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£2.6	£3.1	£3.2	£1.7	£4.4	£1.2	£2.4	£3.1	£1.1	£0.3	£3.3
Internet, mail order etc	£2.6	£1.2	£3.5	£0.7	£1.8	£1.2	£1.5	£0.7	£1.0	£0.4	£1.7

Notes

Table 7a: Turnover of Comparison Goods Facilities, 2016

	MOST RECENT CDs, JEWELLERY, CHINA, GLASS, BOOKS SHOP											PREVIOUS CDs, JEWELLERY, CHINA, GLASS, BOOKS SHOP											TOTAL
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10	(£m)
Cirencester																							
Cirencester Town Centre	£5.4	£0.1	£0.7	£0.6	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£5.3	£0.1	£1.4	£0.7	£0.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£89.6
Out-of-centre	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.9
Tetbury																							
Tetbury Town Centre	£0.0	£0.6	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
Out-of-centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Chipping Campden																							
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.6
Stow-on-the-Wold																							
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£5.4
Out-of-centre	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Moreton-in-Marsh																							
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£7.3
Out-of-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	£0.0	£0.0
Bourton-on-the-Water																							
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£4.0
Out-of-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	£0.0	£0.1
South Cerney																							
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Northleach																							
Northleach 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	£0.0	£0.8
Lechlade																							
Lechlade On Thames 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	£0.0	£1.4
Out-of-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	£0.0	£0.1
Fairford																							
Fairford Town Centre	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Other Outside Cotswold District	£0.6	£1.5	£1.6	£0.3	£3.4	£0.7	£1.2	£2.1	£0.8	£0.2	£2.4	£1.0	£1.5	£1.2	£0.4	£3.5	£0.9	£1.6	£2.7	£0.9	£0.4	£2.2	£419.4
Internet, mail order etc	£3.6	£1.7	£4.2	£1.5	£4.2	£1.8	£3.0	£1.9	£1.5	£0.4	£3.1	£3.4	£1.9	£4.1	£1.3	£4.0	£1.6	£2.8	£1.4	£1.5	£0.3	£3.4	£163.5

Notes

COTSWOLD DISTRICT COUNCIL
COTSWOLD RETAIL STUDY 2016

Table 7b: Turnover of Comparison Goods Facilities, 2021

	MOST RECENT CLOTHING/FASHION SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£5.4	£0.9	£1.4	£0.9	£0.0	£0.3	£1.3	£0.1	£0.1	£0.0	£0.0
Out-of-centre	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.1	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other Outside Cotswold District	£10.7	£7.3	£9.6	£4.1	£11.3	£4.0	£6.3	£7.0	£4.6	£1.5	£9.8
Internet, mail order etc	£4.2	£0.9	£4.3	£0.8	£2.5	£1.3	£1.5	£1.6	£0.8	£0.4	£1.8

	PREVIOUS CLOTHING/FASHION SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£4.5	£0.8	£1.2	£0.7	£0.0	£0.4	£1.1	£0.1	£0.1	£0.0	£0.0
Out-of-centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.1	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other Outside Cotswold District	£12.8	£7.6	£10.6	£4.5	£10.4	£4.5	£7.1	£6.5	£4.4	£1.4	£10.0
Internet, mail order etc	£3.1	£0.8	£3.1	£0.6	£3.4	£0.8	£1.0	£2.0	£0.9	£0.4	£1.5

Notes turnover calculated by applying comparison goods market shares (Table 6) to available comparison goods expenditure (Table 3)

COTSWOLD DISTRICT COUNCIL
COTSWOLD RETAIL STUDY 2016

Table 7b: Turnover of Comparison Goods Facilities, 2021

	MOST RECENT FURNITURE, FLOORCOVERINGS, SOFT FURNISHINGS SHOP											PREVIOUS FURNITURE, FLOORCOVERINGS, FURNISHINGS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	£3.9	£0.0	£0.9	£0.4	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£0.8	£0.5	£0.1	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0
Out-of-centre	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.6	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.6	£0.1	£0.1
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water 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	£0.1	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames Town Centre	£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	£0.0	£0.0	£0.0	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£3.9	£3.7	£5.6	£2.1	£6.6	£2.7	£4.7	£4.3	£2.0	£0.6	£5.4	£5.3	£3.9	£5.3	£2.3	£6.7	£2.3	£4.8	£4.1	£2.1	£0.6	£5.5
Internet, mail order etc	£3.1	£1.2	£1.5	£0.8	£1.0	£0.5	£0.6	£0.7	£0.7	£0.4	£1.0	£2.7	£0.9	£1.8	£0.5	£0.9	£0.5	£0.6	£0.8	£0.4	£0.3	£1.0

Notes

Table 7b: Turnover of Comparison Goods Facilities, 2021

	MOST RECENT DIY SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£2.9	£0.0	£0.3	£0.4	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.6	£0.0	£0.2	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£0.8	£1.8	£2.6	£0.8	£3.3	£1.0	£1.8	£2.0	£1.1	£0.3	£2.6
Internet, mail order etc	£0.1	£0.0	£0.1	£0.1	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1

	PREVIOUS DIY SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£2.9	£0.0	£0.2	£0.4	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.5	£0.1	£0.3	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£0.8	£1.8	£2.6	£0.7	£3.2	£1.1	£1.8	£2.0	£1.1	£0.3	£2.7
Internet, mail order etc	£0.2	£0.0	£0.1	£0.0	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0

Notes

Table 7b: Turnover of Comparison Goods Facilities, 2021

	MOST RECENT DOMESTIC APPLIANCES SHOP											PREVIOUS DOMESTIC APPLIANCES SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	£1.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury 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	£0.0
Out-of-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	£0.0
Chipping Campden																						
Chipping Campden 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	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£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	£0.0	£0.0	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh 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	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water 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	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames 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	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£0.7	£0.7	£1.1	£0.3	£0.8	£0.3	£0.6	£0.8	£0.3	£0.1	£0.7	£0.7	£0.8	£1.2	£0.3	£1.0	£0.3	£0.6	£0.7	£0.3	£0.1	£0.7
Internet, mail order etc	£0.8	£0.3	£0.7	£0.3	£0.6	£0.4	£0.4	£0.2	£0.3	£0.1	£0.5	£0.7	£0.3	£0.5	£0.3	£0.4	£0.4	£0.4	£0.3	£0.3	£0.1	£0.5

Notes

Table 7b: Turnover of Comparison Goods Facilities, 2021

	MOST RECENT ELECTRICAL GOODS SHOP											PREVIOUS ELECTRICAL GOODS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	£2.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.1	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£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
Tetbury																						
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden 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	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold 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	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh 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	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water 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	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames 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	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£1.6	£1.3	£2.3	£0.8	£2.6	£0.7	£1.4	£1.7	£0.6	£0.2	£2.0	£1.8	£1.5	£2.2	£0.8	£2.4	£0.7	£1.3	£1.5	£0.7	£0.2	£1.6
Internet, mail order etc	£1.3	£0.5	£1.3	£0.5	£0.6	£0.6	£0.7	£0.5	£0.6	£0.2	£1.0	£1.2	£0.5	£1.3	£0.4	£0.8	£0.6	£0.8	£0.7	£0.6	£0.2	£1.4

Notes

Table 7b: Turnover of Comparison Goods Facilities, 2021

	MOST RECENT HEALTH AND BEAUTY GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£11.4	£0.3	£1.4	£0.6	£0.0	£0.3	£0.9	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.9	£0.0	£0.1	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£1.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.4	£0.9	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.4	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£0.4	£4.5	£7.0	£1.1	£7.7	£1.2	£4.8	£5.3	£1.9	£0.3	£6.9
Internet, mail order etc	£0.3	£0.0	£1.2	£0.3	£0.3	£0.4	£0.4	£0.5	£0.0	£0.0	£0.3

	PREVIOUS HEALTH AND BEAUTY GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£10.2	£0.2	£2.3	£0.6	£0.0	£0.4	£1.1	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.7	£0.0	£0.3	£0.1	£0.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.1	£1.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.8
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.4	£0.8	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£0.1	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.1	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£1.4	£4.2	£6.4	£1.2	£7.8	£1.2	£4.7	£5.3	£2.1	£0.4	£6.7
Internet, mail order etc	£0.7	£0.2	£0.5	£0.2	£0.3	£0.5	£0.3	£0.4	£0.1	£0.0	£0.7

Notes

COTSWOLD DISTRICT COUNCIL
COTSWOLD RETAIL STUDY 2016

Table 7b: Turnover of Comparison Goods Facilities, 2021

	MOST RECENT RECREATIONAL GOODS SHOP											PREVIOUS RECREATIONAL GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Cirencester Town Centre	£5.4	£0.1	£0.7	£0.4	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£5.2	£0.2	£0.8	£0.3	£0.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.5	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden 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	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£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	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.2	£0.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.6	£0.1	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Cerney																						
South Cerney	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach Town Centre	£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	£0.0	£0.0	£0.0	£0.0
Lechlade																						
Lechlade On Thames Town Centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£3.1	£3.4	£4.5	£2.1	£5.2	£1.1	£3.4	£3.5	£1.5	£0.4	£3.3	£3.1	£3.7	£3.9	£2.1	£5.3	£1.4	£2.8	£3.7	£1.4	£0.3	£3.9
Internet, mail order etc	£2.8	£1.6	£3.6	£0.8	£2.2	£1.6	£1.5	£0.9	£0.9	£0.5	£2.7	£3.1	£1.5	£4.2	£0.9	£2.1	£1.4	£1.8	£0.8	£1.2	£0.5	£2.1

Notes

COTSWOLD DISTRICT COUNCIL
COTSWOLD RETAIL STUDY 2016

Table 7b: Turnover of Comparison Goods Facilities, 2021

	MOST RECENT CDs, JEWELLERY, CHINA, GLASS, BOOKS SHOP											PREVIOUS CDs, JEWELLERY, CHINA, GLASS, BOOKS SHOP											TOTAL
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10	(£m)
Cirencester																							
Cirencester Town Centre	£6.5	£0.1	£0.8	£0.7	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£6.3	£0.1	£1.7	£0.9	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£107.5
Out-of-centre	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.4
Tetbury																							
Tetbury Town Centre	£0.0	£0.7	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7
Out-of-centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Chipping Campden																							
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£3.1
Stow-on-the-Wold																							
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.3	£0.0	£6.5
Out-of-centre	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Moreton-in-Marsh																							
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£8.9
Out-of-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	£0.0	£0.0
Bourton-on-the-Water																							
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£4.8
Out-of-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	£0.0	£0.1
South Cerney																							
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Northleach																							
Northleach 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	£0.0	£0.9
Lechlade																							
Lechlade On Thames Town Centre	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Out-of-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	£0.0	£0.2
Fairford																							
Fairford Town Centre	£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	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Other Outside Cotswold District	£0.7	£1.8	£1.9	£0.4	£4.1	£0.8	£1.4	£2.5	£0.9	£0.3	£2.8	£1.2	£1.8	£1.4	£0.4	£4.2	£1.1	£1.9	£3.3	£1.1	£0.4	£2.6	£502.2
Internet, mail order etc	£4.3	£2.0	£5.1	£1.8	£5.1	£2.2	£3.5	£2.3	£1.8	£0.4	£3.7	£4.1	£2.3	£4.9	£1.6	£4.9	£1.9	£3.3	£1.6	£1.8	£0.4	£4.0	£196.0

Notes

Table 7c: Turnover of Comparison Goods Facilities, 2026

	MOST RECENT CLOTHING/FASHION SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£6.6	£1.1	£1.7	£1.0	£0.0	£0.4	£1.6	£0.1	£0.1	£0.0	£0.0
Out-of-centre	£0.3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.1	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other Outside Cotswold District	£13.0	£8.8	£11.6	£4.9	£13.6	£4.9	£7.5	£8.3	£5.7	£1.8	£11.8
Internet, mail order etc	£5.1	£1.0	£5.2	£0.9	£3.0	£1.5	£1.8	£1.9	£0.9	£0.5	£2.2

	PREVIOUS CLOTHING/FASHION SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£5.4	£0.9	£1.5	£0.8	£0.0	£0.5	£1.3	£0.1	£0.1	£0.0	£0.0
Out-of-centre	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.2	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Other Outside Cotswold District	£15.5	£9.3	£12.9	£5.4	£12.6	£5.4	£8.4	£7.8	£5.4	£1.7	£12.0
Internet, mail order etc	£3.7	£0.9	£3.7	£0.7	£4.1	£0.9	£1.2	£2.4	£1.1	£0.5	£1.8

Notes turnover calculated by applying comparison goods market shares (Table 6) to available comparison goods expenditure (Table 3)

Table 7c: Turnover of Comparison Goods Facilities, 2026

	MOST RECENT FURNITURE, FLOORCOVERINGS, SOFT FURNISHINGS SHOP											PREVIOUS FURNITURE, FLOORCOVERINGS, FURNISHINGS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Cirencester Town Centre	£4.8	£0.0	£1.1	£0.4	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£1.0	£0.6	£0.1	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0
Out-of-centre	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Out-of-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	£0.0
Chipping Campden																						
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.8	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.8	£0.1	£0.1
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water 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	£0.1	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames Town Centre	£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	£0.0	£0.0	£0.0	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£4.7	£4.5	£6.8	£2.6	£8.0	£3.3	£5.6	£5.1	£2.4	£0.7	£6.5	£6.5	£4.7	£6.5	£2.8	£8.1	£2.8	£5.7	£4.9	£2.5	£0.7	£6.6
Internet, mail order etc	£3.7	£1.5	£1.8	£0.9	£1.2	£0.6	£0.7	£0.9	£0.8	£0.5	£1.2	£3.3	£1.1	£2.2	£0.6	£1.1	£0.6	£0.8	£1.0	£0.5	£0.4	£1.3

Notes

Table 7c: Turnover of Comparison Goods Facilities, 2026

	MOST RECENT DIY SHOP											PREVIOUS DIY SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Cirencester Town Centre	£3.5	£0.0	£0.3	£0.5	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£0.2	£0.5	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.8	£0.0	£0.2	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.1	£0.3	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury Town Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£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
Out-of-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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames 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	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£0.9	£2.2	£3.2	£0.9	£4.0	£1.3	£2.1	£2.4	£1.4	£0.4	£3.2	£1.0	£2.2	£3.2	£0.9	£3.9	£1.3	£2.1	£2.4	£1.4	£0.4	£3.2
Internet, mail order etc	£0.1	£0.0	£0.1	£0.1	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.2	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0

Notes

Table 7c: Turnover of Comparison Goods Facilities, 2026

	MOST RECENT DOMESTIC APPLIANCES SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£1.3	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£0.9	£0.8	£1.3	£0.4	£1.0	£0.3	£0.7	£1.0	£0.4	£0.1	£0.8
Internet, mail order etc	£0.9	£0.4	£0.9	£0.4	£0.7	£0.5	£0.5	£0.2	£0.4	£0.1	£0.6

	PREVIOUS DOMESTIC APPLIANCES SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£1.3	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£0.8	£0.9	£1.4	£0.4	£1.2	£0.4	£0.7	£0.8	£0.4	£0.1	£0.9
Internet, mail order etc	£0.9	£0.3	£0.6	£0.4	£0.5	£0.5	£0.5	£0.4	£0.4	£0.1	£0.5

Notes

Table 7c: Turnover of Comparison Goods Facilities, 2026

	MOST RECENT ELECTRICAL GOODS SHOP											PREVIOUS ELECTRICAL GOODS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	£2.5	£0.2	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£2.3	£0.1	£0.1	£0.2	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£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
Tetbury																						
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden 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	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold 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	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh 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	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water 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	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames 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	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£1.9	£1.6	£2.7	£1.0	£3.1	£0.8	£1.6	£2.0	£0.8	£0.3	£2.5	£2.2	£1.8	£2.6	£1.0	£2.9	£0.9	£1.6	£1.8	£0.8	£0.3	£1.9
Internet, mail order etc	£1.5	£0.6	£1.6	£0.6	£0.8	£0.7	£0.8	£0.6	£0.7	£0.2	£1.2	£1.5	£0.6	£1.6	£0.5	£1.0	£0.7	£0.9	£0.8	£0.8	£0.2	£1.7

Notes

COTSWOLD DISTRICT COUNCIL
COTSWOLD RETAIL STUDY 2016

Table 7c: Turnover of Comparison Goods Facilities, 2026

	MOST RECENT HEALTH AND BEAUTY GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£13.9	£0.3	£1.6	£0.7	£0.0	£0.3	£1.1	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£1.1	£0.0	£0.1	£0.1	£0.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£1.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.2
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.5	£1.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£0.0	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.1	£0.1	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.6	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£0.5	£5.4	£8.5	£1.3	£9.3	£1.5	£5.7	£6.3	£2.3	£0.3	£8.3
Internet, mail order etc	£0.3	£0.0	£1.4	£0.3	£0.4	£0.5	£0.5	£0.6	£0.0	£0.1	£0.4

	PREVIOUS HEALTH AND BEAUTY GOODS SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester											
Cirencester Town Centre	£12.4	£0.3	£2.8	£0.7	£0.0	£0.4	£1.3	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.9	£0.0	£0.4	£0.1	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.1	£1.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.9
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.4	£1.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.1	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.2	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.1	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£1.7	£5.1	£7.8	£1.4	£9.5	£1.5	£5.5	£6.4	£2.5	£0.5	£8.0
Internet, mail order etc	£0.9	£0.2	£0.6	£0.3	£0.3	£0.6	£0.4	£0.4	£0.1	£0.0	£0.8

Notes

Table 7c: Turnover of Comparison Goods Facilities, 2026

	MOST RECENT RECREATIONAL GOODS SHOP												PREVIOUS RECREATIONAL GOODS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**		**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																							
Cirencester Town Centre	£6.6	£0.2	£0.9	£0.5	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0		£6.3	£0.2	£0.9	£0.3	£0.0	£0.3	£0.6	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.6	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0		£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																							
Tetbury Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																							
Chipping Campden 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	£0.0
Stow-on-the-Wold																							
Stow-On-The-Wold Town Centre	£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	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																							
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.2	£0.8	£0.1	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.7	£0.1	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																							
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.2		£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.2
Out-of-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	£0.0
South Cerney																							
South Cerney	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																							
Northleach Town Centre	£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	£0.0	£0.0	£0.0	£0.0
Lechlade																							
Lechlade On Thames Town Centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford																							
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£3.8	£4.1	£5.4	£2.5	£6.3	£1.4	£4.1	£4.2	£1.8	£0.4	£3.9		£3.8	£4.5	£4.7	£2.5	£6.4	£1.7	£3.3	£4.4	£1.7	£0.4	£4.7
Internet, mail order etc	£3.4	£1.9	£4.4	£1.0	£2.6	£1.9	£1.8	£1.1	£1.2	£0.6	£3.2		£3.8	£1.8	£5.1	£1.1	£2.6	£1.7	£2.1	£1.0	£1.5	£0.6	£2.5

Notes

Table 7c: Turnover of Comparison Goods Facilities, 2026

	MOST RECENT CDs, JEWELLERY, CHINA, GLASS, BOOKS SHOP											PREVIOUS CDs, JEWELLERY, CHINA, GLASS, BOOKS SHOP											TOTAL
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10	(£m)
Cirencester																							
Cirencester Town Centre	£7.9	£0.2	£1.0	£0.9	£0.0	£0.2	£0.8	£0.1	£0.0	£0.0	£0.0	£7.7	£0.1	£2.0	£1.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£130.3
Out-of-centre	£0.3	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.4
Tetbury																							
Tetbury Town Centre	£0.0	£0.8	£0.2	£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	£0.0	£0.0	£0.0	£7.0
Out-of-centre	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Chipping Campden																							
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£3.7
Stow-on-the-Wold																							
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.1	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.3	£0.0	£7.9
Out-of-centre	£0.0	£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	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Moreton-in-Marsh																							
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£10.8
Out-of-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	£0.0	£0.0
Bourton-on-the-Water																							
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£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	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£5.8
Out-of-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	£0.0	£0.1
South Cerney																							
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Northleach																							
Northleach 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	£0.0	£1.1
Lechlade																							
Lechlade On Thames Town Centre	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
Out-of-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	£0.0	£0.2
Fairford																							
Fairford Town Centre	£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	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Other Outside Cotswold District	£0.9	£2.2	£2.3	£0.4	£4.9	£1.0	£1.7	£3.0	£1.1	£0.3	£3.4	£1.5	£2.2	£1.7	£0.5	£5.1	£1.3	£2.2	£3.9	£1.3	£0.5	£3.1	£606.3
Internet, mail order etc	£5.2	£2.4	£6.2	£2.2	£6.2	£2.7	£4.2	£2.8	£2.2	£0.5	£4.5	£5.0	£2.8	£5.9	£1.9	£5.9	£2.3	£3.9	£1.9	£2.2	£0.5	£4.8	£236.9

Notes

Table 7d: Turnover of Comparison Goods Facilities, 2031

	MOST RECENT CLOTHING/FASHION SHOP											PREVIOUS CLOTHING/FASHION SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	£8.0	£1.4	£2.0	£1.3	£0.0	£0.4	£1.8	£0.1	£0.1	£0.0	£0.0	£6.6	£1.1	£1.8	£1.0	£0.0	£0.6	£1.6	£0.1	£0.1	£0.0	£0.0
Out-of-centre	£0.4	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury Town Centre	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.2	£0.1
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames Town Centre	£0.1	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Other Outside Cotswold District	£15.8	£10.7	£14.0	£5.9	£16.2	£6.0	£8.9	£9.9	£7.0	£2.2	£14.2	£18.8	£11.2	£15.5	£6.5	£15.0	£6.6	£9.9	£9.3	£6.7	£2.1	£14.5
Internet, mail order etc	£6.2	£1.3	£6.3	£1.1	£3.6	£1.9	£2.2	£2.3	£1.2	£0.6	£2.6	£4.5	£1.1	£4.5	£0.8	£4.9	£1.1	£1.4	£2.8	£1.3	£0.6	£2.2

Notes turnover calculated by applying comparison goods market shares (Table 6) to available comparison goods expenditure (Table 3)

Table 7d: Turnover of Comparison Goods Facilities, 2031

	MOST RECENT FURNITURE, FLOORCOVERINGS, SOFT FURNISHINGS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester											
Cirencester Town Centre	£5.8	£0.0	£1.3	£0.5	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£1.0	£0.2	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£5.8	£5.4	£8.1	£3.1	£9.6	£4.0	£6.6	£6.1	£3.0	£0.9	£7.8
Internet, mail order etc	£4.5	£1.8	£2.2	£1.1	£1.5	£0.7	£0.9	£1.0	£1.0	£0.6	£1.5

	PREVIOUS FURNITURE, FLOORCOVERINGS, FURNISHINGS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester											
Cirencester Town Centre	£4.3	£0.0	£1.2	£0.8	£0.1	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0
Out-of-centre	£0.1	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£1.0	£0.1	£0.1
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£7.8	£5.7	£7.8	£3.4	£9.7	£3.4	£6.8	£5.9	£3.1	£0.9	£7.9
Internet, mail order etc	£4.1	£1.4	£2.7	£0.7	£1.3	£0.7	£0.9	£1.2	£0.7	£0.5	£1.5

Notes

Table 7d: Turnover of Comparison Goods Facilities, 2031

	MOST RECENT DIY SHOP											PREVIOUS DIY SHOP										
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10
Cirencester																						
Cirencester Town Centre	£4.3	£0.0	£0.4	£0.6	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£4.2	£0.0	£0.3	£0.6	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.9	£0.0	£0.3	£0.2	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£0.4	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury Town Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	£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	£0.2	£0.0	£0.1
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0
Out-of-centre	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames 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	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£1.1	£2.7	£3.9	£1.1	£4.8	£1.5	£2.5	£2.9	£1.7	£0.5	£3.8	£1.2	£2.7	£3.9	£1.1	£4.7	£1.6	£2.5	£2.9	£1.7	£0.5	£3.8
Internet, mail order etc	£0.1	£0.0	£0.2	£0.1	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.2	£0.1	£0.3	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0

Notes

Table 7d: Turnover of Comparison Goods Facilities, 2031

	MOST RECENT DOMESTIC APPLIANCES SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester											
Cirencester Town Centre	£1.6	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£1.0	£1.0	£1.6	£0.4	£1.2	£0.4	£0.8	£1.1	£0.4	£0.1	£1.0
Internet, mail order etc	£1.1	£0.5	£1.1	£0.5	£0.9	£0.6	£0.6	£0.3	£0.5	£0.2	£0.8

	PREVIOUS DOMESTIC APPLIANCES SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester											
Cirencester Town Centre	£1.6	£0.1	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury											
Tetbury Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden											
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stow-on-the-Wold											
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh											
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bourton-on-the-Water											
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Cerney											
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach											
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade											
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford											
Fairford Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£1.0	£1.1	£1.7	£0.5	£1.4	£0.5	£0.8	£0.9	£0.5	£0.1	£1.1
Internet, mail order etc	£1.1	£0.4	£0.8	£0.4	£0.6	£0.5	£0.6	£0.5	£0.5	£0.1	£0.7

Notes

Table 7d: Turnover of Comparison Goods Facilities, 2031

	MOST RECENT ELECTRICAL GOODS SHOP											PREVIOUS ELECTRICAL GOODS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	£3.0	£0.2	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.0	£2.7	£0.1	£0.1	£0.2	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£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
Tetbury																						
Tetbury Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden 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	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh 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	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water 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	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach 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	£0.0
Lechlade																						
Lechlade On Thames 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	£0.0
Out-of-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	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£2.3	£2.0	£3.3	£1.2	£3.7	£1.0	£1.9	£2.4	£1.0	£0.3	£2.9	£2.7	£2.2	£3.2	£1.2	£3.5	£1.0	£1.9	£2.1	£1.0	£0.4	£2.3
Internet, mail order etc	£1.9	£0.7	£1.9	£0.7	£0.9	£0.9	£1.0	£0.7	£0.9	£0.3	£1.4	£1.8	£0.8	£1.9	£0.6	£1.2	£0.8	£1.1	£1.0	£1.0	£0.2	£2.0

Notes

COTSWOLD DISTRICT COUNCIL
COTSWOLD RETAIL STUDY 2016

Table 7d: Turnover of Comparison Goods Facilities, 2031

	MOST RECENT HEALTH AND BEAUTY GOODS SHOP											PREVIOUS HEALTH AND BEAUTY GOODS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	£16.9	£0.4	£2.0	£0.9	£0.0	£0.4	£1.3	£0.0	£0.0	£0.0	£0.0	£15.0	£0.3	£3.4	£0.8	£0.0	£0.5	£1.5	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£1.3	£0.0	£0.1	£0.1	£0.0	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.5	£0.1	£0.0	£0.8	£0.3	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury Town Centre	£0.0	£1.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£1.1
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.6	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.5	£1.2	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£2.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.1	£0.1
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.1	£0.2	£0.0	£0.0	£0.0
Out-of-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	£0.0
South Cerney																						
South Cerney	£0.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0
Lechlade																						
Lechlade On Thames Town Centre	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford																						
Fairford Town Centre	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Cotswold District	£0.6	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Outside Cotswold District	£0.6	£6.5	£10.3	£1.6	£11.1	£1.8	£6.7	£7.5	£2.9	£0.4	£9.9	£2.0	£6.1	£9.4	£1.7	£11.3	£1.8	£6.5	£7.6	£3.1	£0.6	£9.7
Internet, mail order etc	£0.4	£0.0	£1.7	£0.4	£0.5	£0.6	£0.6	£0.7	£0.0	£0.1	£0.4	£1.1	£0.3	£0.8	£0.4	£0.4	£0.8	£0.4	£0.5	£0.1	£0.0	£1.0

Notes

Table 7d: Turnover of Comparison Goods Facilities, 2031

	MOST RECENT RECREATIONAL GOODS SHOP											PREVIOUS RECREATIONAL GOODS SHOP										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9a**	**9b**	**10**
Cirencester																						
Cirencester Town Centre	£8.0	£0.2	£1.1	£0.6	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£7.7	£0.2	£1.1	£0.4	£0.0	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.7	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tetbury																						
Tetbury Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chipping Campden																						
Chipping Campden 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	£0.0
Stow-on-the-Wold																						
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.2	£0.0
Out-of-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	£0.0
Moreton-in-Marsh																						
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.3	£1.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.8	£0.1	£0.0
Out-of-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	£0.0
Bourton-on-the-Water																						
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2
Out-of-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	£0.0
South Cerney																						
South Cerney	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Northleach																						
Northleach Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lechlade																						
Lechlade On Thames Town Centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-of-centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairford																						
Fairford 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	£0.0
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Outside Cotswold District	£4.6	£5.0	£6.5	£3.0	£7.5	£1.7	£4.8	£5.0	£2.2	£0.5	£4.7	£4.6	£5.4	£5.6	£3.0	£7.6	£2.1	£4.0	£5.3	£2.1	£0.5	£5.6
Internet, mail order etc	£4.1	£2.3	£5.3	£1.1	£3.2	£2.3	£2.2	£1.3	£1.4	£0.8	£3.9	£4.6	£2.1	£6.1	£1.3	£3.1	£2.1	£2.5	£1.2	£1.8	£0.8	£3.0

Notes

Table 7d: Turnover of Comparison Goods Facilities, 2031

	MOST RECENT CDs, JEWELLERY, CHINA, GLASS, BOOKS SHOP											PREVIOUS CDs, JEWELLERY, CHINA, GLASS, BOOKS SHOP											TOTAL
	1	2	3	4	5	6	7	8	9a	9b	10	1	2	3	4	5	6	7	8	9a	9b	10	(£m)
Cirencester																							
Cirencester Town Centre	£9.6	£0.2	£1.2	£1.1	£0.0	£0.3	£0.9	£0.1	£0.0	£0.0	£0.0	£9.4	£0.1	£2.4	£1.2	£0.0	£0.3	£0.8	£0.0	£0.0	£0.0	£0.0	£157.7
Out-of-centre	£0.4	£0.0	£0.2	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.8
Tetbury																							
Tetbury Town Centre	£0.0	£1.0	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.4
Out-of-centre	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Chipping Campden																							
Chipping Campden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£4.5
Stow-on-the-Wold																							
Stow-On-The-Wold Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.1	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.4	£0.0	£9.7
Out-of-centre	£0.0	£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	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Moreton-in-Marsh																							
Moreton-In-Marsh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£13.3
Out-of-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	£0.0	£0.0
Bourton-on-the-Water																							
Bourton-On-The-Water Village Centre	£0.0	£0.0	£0.0	£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	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£7.0
Out-of-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	£0.0	£0.1
South Cerney																							
South Cerney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Northleach																							
Northleach 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	£0.0	£1.3
Lechlade																							
Lechlade On Thames Town Centre	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Out-of-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	£0.0	£0.2
Fairford																							
Fairford Town Centre	£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	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3
Other Cotswold District	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Other Outside Cotswold District	£1.1	£2.7	£2.8	£0.5	£5.9	£1.2	£2.0	£3.6	£1.4	£0.4	£4.1	£1.8	£2.6	£2.1	£0.6	£6.1	£1.6	£2.7	£4.7	£1.6	£0.6	£3.8	£729.2
Internet, mail order etc	£6.3	£2.9	£7.5	£2.6	£7.4	£3.2	£5.0	£3.3	£2.7	£0.7	£5.4	£6.1	£3.4	£7.1	£2.3	£7.0	£2.8	£4.6	£2.3	£2.7	£0.6	£5.8	£285.4

Notes

TABLE 8: CONVENIENCE GOODS FLOORSPACE BENCHMARK TURNOVER

STORE / CENTRE	FLOORSPACE (sq m net) Total Net Sales	Convenience	SALES DENSITY (£/sq m)	TOTAL TURNOVER (£m)
Cirencester				
Town Centre				
Marks & Spencer Simply Food, 42 Dyer Street, Cirencester	374	356	£11,218	£4.0
Tesco Metro, 4 Farrell Close, Castle Street, Cirencester	2337	1870	£13,466	£25.2
Cirencester Town Centre				£4.9
Sub-Total				£34.0
Out-of-centre				
Aldi, Cricklade Road, Cirencester	1006	805	£10,704	£8.6
Lidl, Love Lane, Cirencester	1416	1133	£6,995	£7.9
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	4407	2865	£13,466	£38.6
Tesco Express, 16-20 Chesterton Lane, Chesterton, Cirencester	132	125	£13,466	£1.7
Waitrose, Sheep Street, Cirencester	2440	2074	£13,876	£28.8
Other				£1.6
Tetbury				
Town Centre				
Tetbury Town Centre				£0.0
Co-op, Long Street, Tetbury	215	204	£8,525	£1.7
Sub-Total				£1.8
Out-of-centre				
Tesco Superstore, Priory Road Industrial Estate, London Road, Tetbu	1752	1402	£13,466	£18.9
Chipping Campden				
Co-op, 12 - 14 High Street, Chipping Campden	167	159	£8,525	£1.4
One Stop, High Street, Chipping Campden	90	81	£7,000	£0.6
Chipping Campden Town Centre				£1.0
Sub-Total				£3.0
Stow-on-the-Wold				
Town Centre				
Stow-On-The-Wold Town Centre				£0.7
Co-op, The Square, Stow-on-the-Wold	126	113	£8,525	£1.0
Sub-Total				£1.7
Out-of-centre				
Tesco Superstore, Fosse Way, Stow-on-the-Wold	1335	1135	£13,466	£15.3
Marks & Spencer BP Garage, Station Road, Stow on the Wold			£11,218	£0.0
Moreton-in-Marsh				
Town Centre				
Co-op, High Street, Moreton-in-Marsh	105	94	£8,525	£0.8
Tesco Express, 13 Manchester Court, High Street, Moreton-in-Marsh	145	131	£13,466	£1.8
Moreton-In-Marsh Town Centre				£1.8
Sub-Total				£4.4
Out-of-centre				
Budgens, High Street, Moreton-in-Marsh	1541	1233	£7,187	£8.9
Bourton-on-the-Water				
Village Centre				
Bourton-On-The-Water Village Centre				£0.2
Londis, High Street, Bourton on the Water	315	284	£5,966	£1.7
Sub-Total				£1.9
Out-of-centre				
Co-op, Station Road, Bourton on the Water, Cheltenham	743	669	£8,525	£5.7
South Cerney				
South Cerney				£0.5
Northleach				
Northleach Town Centre				£0.2
Costcutter, Market Place, Northleach	102	92	£6,194	£0.6
W J Castle Butchers, The Green, Northleach				£0.0
Sub-Total				£0.8
Lechlade				
Sub-Total				£2.8
Fairford				
Town Centre				
Co-op, Market Place, Fairford	128	122	£8,525	£1.0
Fairford Town Centre				£2.3
Sub-Total				£3.4
Out-of-centre				
Londis, London Road, Fairford	171	154	£5,966	£0.9

Notes
Floorspace data from IGD, planning application documens, CDC data and OS / VOA measurements
Sales densities for specific stores from Verdict and Mintel

TABLE 9: RETAIL COMMITMENTS

COMMITMENT	FLOORSPACE			SALES DENSITY (£/sq m)		TOTAL TURNOVER (£m)	
	Total	Convenience	Comparison	Convenience	Comparison	Convenience	Comparison
New foodstore, Station Road, Bourton	1301	1106	195	8525	8788	£9.4	£1.7
West Way, Cirencester	154	154	154	5000	5000	£0.8	£0.8
Fosseway Farm Supermarket, Moreton	1742	1394	348	12000	8500	£16.7	£3.0
High Street, South Cerney	264	238	26	8525	8788	£2.0	£0.2
Village Square, Upper Rissington							
convenience store	266	240	27	8525	5000	£2.0	£0.1
units 2 and 3	137	0	137	0	5000	£0.0	£0.7
TOTAL						**£31.0**	**£6.5**

Notes:

Floorspace information taken from planning application information and GVA assumptions over convenience and comparison goods sales areas

Sales densities based on estimates from GVA

It has been assumed that the implemention of the foodstore permission at Bourton-on-the-Water does not affect the ability of the existing Co-op unit to continue to sell conveneince and comparison goods.

Table 10a1: Convenience Goods Floorspace Capacity - Cirencester (Constant Market Share)

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£107.9	£111.1	£114.9	£119.4
Market share (%)	25.6%	25.6%	25.6%	25.8%
Expenditure inflow (£m)	£8.6	£8.9	£9.2	£9.6
Total turnover potential (£m)	£116.6	£120.0	£124.1	£129.0
Benchmark turnover of existing stores (£m)	£121.2	£120.3	£120.4	£121.0
Commitments (£m)	£0.8	£0.8	£0.8	£0.8
Residual expenditure (£m)	**-£5.4**	**-£1.1**	**£2.9**	**£7.2**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**-453**	**-91**	**247**	**603**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 8%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10a2: Convenience Goods Floorspace Capacity - Cirencester (Reduced Market Share)

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£107.9	£108.7	£112.4	£116.8
Market share (%)	25.6%	25.0%	25.1%	25.2%
Expenditure inflow (£m)	£8.6	£8.7	£9.0	£9.3
Total turnover potential (£m)	£116.6	£117.4	£121.4	£126.2
Benchmark turnover of existing stores (£m)	£121.2	£120.3	£120.4	£121.0
Commitments (£m)	£0.8	£0.8	£0.8	£0.8
Residual expenditure (£m)	**-£5.4**	**-£3.7**	**£0.2**	**£4.4**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**-453**	**-309**	**20**	**368**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 8%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10b: Convenience Goods Floorspace Capacity - Tetbury

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£10.4	£10.7	£11.1	£11.5
Market share (%)	2.5%	2.5%	2.5%	2.5%
Expenditure inflow (£m)	£0.8	£0.9	£0.9	£0.9
Total turnover potential (£m)	£11.2	£11.5	£12.0	£12.4
Benchmark turnover of existing stores (£m)	£20.7	£20.5	£20.5	£20.6
Commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	**-£9.5**	**-£9.0**	**-£8.6**	**-£8.2**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**-789**	**-752**	**-719**	**-687**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 8%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10c: Convenience Goods Floorspace Capacity - Chipping Campden

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£4.2	£4.3	£4.4	£4.5
Market share (%)	1.0%	1.0%	1.0%	1.0%
Expenditure inflow (£m)	£0.3	£0.3	£0.3	£0.4
Total turnover potential (£m)	£4.5	£4.6	£4.7	£4.9
Benchmark turnover of existing stores (£m)	£3.0	£2.9	£2.9	£3.0
Commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£1.6**	**£1.7**	**£1.8**	**£1.9**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**130**	**140**	**149**	**159**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 13%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10d: Convenience Goods Floorspace Capacity - Stow-on-the-Wold

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£18.0	£18.7	£19.4	£20.3
Market share (%)	4.3%	4.3%	4.3%	4.4%
Expenditure inflow (£m)	£1.4	£1.5	£1.6	£1.6
Total turnover potential (£m)	£19.4	£20.1	£21.0	£21.9
Benchmark turnover of existing stores (£m)	£17.0	£16.8	£16.8	£16.9
Commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£2.5**	**£3.3**	**£4.1**	**£5.0**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**207**	**280**	**348**	**419**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 13%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10e: Convenience Goods Floorspace Capacity - Moreton-in-Marsh

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£7.7	£8.0	£8.4	£8.8
Market share (%)	1.8%	1.8%	1.9%	1.9%
Expenditure inflow (£m)	£0.6	£0.6	£0.7	£0.7
Total turnover potential (£m)	£8.3	£8.7	£9.1	£9.5
Benchmark turnover of existing stores (£m)	£13.2	£13.1	£13.1	£13.2
Commitments (£m)	£16.7	£16.6	£16.6	£16.7
Residual expenditure (£m)	**-£21.6**	**-£21.0**	**-£20.7**	**-£20.4**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**-1,801**	**-1,767**	**-1,735**	**-1,702**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 13%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10f: Convenience Goods Floorspace Capacity - Bourton-on-the-Water

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£5.4	£5.6	£5.8	£6.0
Market share (%)	1.3%	1.3%	1.3%	1.3%
Expenditure inflow (£m)	£0.8	£0.8	£0.9	£0.9
Total turnover potential (£m)	£6.2	£6.4	£6.6	£6.9
Benchmark turnover of existing stores (£m)	£7.6	£7.5	£7.5	£7.6
Commitments (£m)	£9.4	£9.4	£9.4	£9.4
Residual expenditure (£m)	**-£10.8**	**-£10.4**	**-£10.2**	**-£10.1**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**-897**	**-878**	**-859**	**-840**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 15%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10g: Convenience Goods Floorspace Capacity - South Cerney

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£0.5	£0.5	£0.6	£0.6
Market share (%)	0.1%	0.1%	0.1%	0.1%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£0.5	£0.6	£0.6	£0.6
Benchmark turnover of existing stores (£m)	£0.5	£0.5	£0.5	£0.5
Commitments (£m)	£2.0	£2.0	£2.0	£2.0
Residual expenditure (£m)	**-£2.0**	**-£2.0**	**-£2.0**	**-£2.0**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**-169**	**-167**	**-165**	**-164**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 5%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10h: Convenience Goods Floorspace Capacity - Northleach

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£0.5	£0.5	£0.5	£0.5
Market share (%)	0.1%	0.1%	0.1%	0.1%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£0.5	£0.5	£0.6	£0.6
Benchmark turnover of existing stores (£m)	£0.8	£0.8	£0.8	£0.8
Commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	**-£0.3**	**-£0.2**	**-£0.2**	**-£0.2**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**-21**	**-19**	**-18**	**-16**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 13%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10i: Convenience Goods Floorspace Capacity - Lechlade

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£2.8	£2.8	£2.9	£3.0
Market share (%)	0.7%	0.7%	0.7%	0.7%
Expenditure inflow (£m)	£0.2	£0.2	£0.2	£0.2
Total turnover potential (£m)	£3.0	£3.1	£3.2	£3.3
Benchmark turnover of existing stores (£m)	£3.0	£3.0	£3.0	£3.0
Commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£0.0**	**£0.1**	**£0.2**	**£0.3**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**0**	**8**	**15**	**23**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 13%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10j: Convenience Goods Floorspace Capacity - Fairford

	2016	2021	2026	2031
Available convenience goods expenditure (£m)	£422.4	£434.3	£448.1	£463.5
Turnover derived from study area (£m)	£4.9	£5.0	£5.2	£5.4
Market share (%)	1.2%	1.2%	1.2%	1.2%
Expenditure inflow (£m)	£0.4	£0.4	£0.4	£0.4
Total turnover potential (£m)	£5.3	£5.4	£5.6	£5.8
Benchmark turnover of existing stores (£m)	£3.4	£3.3	£3.3	£3.4
Commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£1.9**	**£2.1**	**£2.3**	**£2.4**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904.3	£11,916.1	£11,975.8
Indicative convenience goods floorspace capacity (sq m net)	**161**	**175**	**189**	**204**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 5a-5d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area is 13%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 11a1: Scenario A - Comparison Goods Floorspace Capacity - Cirencester (Equilibrium Approach)

	2016	2021	2026	2031
Available comparison goods expenditure (£m)	£713.2	£854.4	£1,032.7	£1,244.1
Turnover derived from study area (£m)	£97.5	£116.9	£141.7	£171.5
Market share (%)	13.7%	13.7%	13.7%	13.8%
Expenditure inflow (£m)	£14.1	£16.9	£20.5	£24.9
Total turnover potential (£m)	£111.6	£133.8	£162.2	£196.4
Benchmark turnover of existing stores (£m)	£111.6	£122.5	£136.8	£152.6
Commitments (£m)	£0.8	£0.8	£0.9	£1.0
Residual expenditure (£m)	**-£0.8**	**£10.5**	**£24.4**	**£42.7**
Indicative sales density for convenience goods floorspace (£/sq m)	£6,000	£6,585.1	£7,356.5	£8,202.1
Indicative convenience goods floorspace capacity (sq m net)	**-128**	**1,592**	**3,321**	**5,210**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 7a-7d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 14%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new comparison goods floorspace is indicative only.

Table 11a2: Scenario B -Comparison Goods Floorspace Capacity - Cirencester (Link to 2012 Retail Study)

	2016	2021	2026	2031
Available comparison goods expenditure (£m)	£713.2	£854.4	£1,032.7	£1,244.1
Turnover derived from study area (£m)	£97.5	£116.9	£141.7	£171.5
Market share (%)	13.7%	13.7%	13.7%	13.8%
Expenditure inflow (£m)	£14.1	£16.9	£20.5	£24.9
Total turnover potential (£m)	£111.6	£133.8	£162.2	£196.4
Benchmark turnover of existing stores (£m)	£117.2	£128.7	£143.7	£160.3
Commitments (£m)	£13.6	£14.9	£16.7	£18.6
Residual expenditure (£m)	**-£19.2**	**-£9.7**	**£1.8**	**£17.5**
Indicative sales density for convenience goods floorspace (£/sq m)	£6,000	£6,585.1	£7,356.5	£8,202.1
Indicative convenience goods floorspace capacity (sq m net)	**-3,200**	**-1,480**	**249**	**2,138**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 7a-7d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 14%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new comparison goods floorspace is indicative only.

Table 11b: Comparison Goods Floorspace Capacity - Tetbury

	2016	2021	2026	2031
Available comparison goods expenditure (£m)	£713.2	£854.4	£1,032.7	£1,244.1
Turnover derived from study area (£m)	£5.6	£6.7	£8.2	£9.9
Market share (%)	0.8%	0.8%	0.8%	0.8%
Expenditure inflow (£m)	£1.4	£1.7	£2.0	£2.5
Total turnover potential (£m)	£7.0	£8.4	£10.2	£12.4
Benchmark turnover of existing stores (£m)	£7.0	£7.7	£8.6	£9.6
Commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£0.0**	**£0.7**	**£1.6**	**£2.8**
Indicative sales density for convenience goods floorspace (£/sq m)	£6,000	£6,585.1	£7,356.5	£8,202.1
Indicative convenience goods floorspace capacity (sq m net)	**0**	**110**	**220**	**337**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 7a-7d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 14%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new comparison goods floorspace is indicative only.

Table 11c: Comparison Goods Floorspace Capacity - Chipping Campden

	2016	2021	2026	2031
Available comparison goods expenditure (£m)	£713.2	£854.4	£1,032.7	£1,244.1
Turnover derived from study area (£m)	£2.6	£3.1	£3.7	£4.5
Market share (%)	0.4%	0.4%	0.4%	0.4%
Expenditure inflow (£m)	£0.4	£0.4	£0.5	£0.6
Total turnover potential (£m)	£3.0	£3.5	£4.3	£5.1
Benchmark turnover of existing stores (£m)	£3.0	£3.3	£3.7	£4.1
Commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£0.0**	**£0.3**	**£0.6**	**£1.0**
Indicative sales density for convenience goods floorspace (£/sq m)	£6,000	£6,585.1	£7,356.5	£8,202.1
Indicative convenience goods floorspace capacity (sq m net)	**0**	**41**	**81**	**125**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 7a-7d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 14%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new comparison goods floorspace is indicative only.

Table 11d: Comparison Goods Floorspace Capacity - Stow-on-the-Wold

	2016	2021	2026	2031
Available comparison goods expenditure (£m)	£713.2	£854.4	£1,032.7	£1,244.1
Turnover derived from study area (£m)	£6.0	£7.3	£8.9	£10.8
Market share (%)	0.8%	0.9%	0.9%	0.9%
Expenditure inflow (£m)	£0.9	£1.1	£1.3	£1.6
Total turnover potential (£m)	£6.9	£8.3	£10.2	£12.4
Benchmark turnover of existing stores (£m)	£6.9	£7.6	£8.5	£9.4
Commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£0.0**	**£0.8**	**£1.7**	**£3.0**
Indicative sales density for convenience goods floorspace (£/sq m)	£6,000	£6,585.1	£7,356.5	£8,202.1
Indicative convenience goods floorspace capacity (sq m net)	**0**	**116**	**233**	**362**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 7a-7d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 14%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new comparison goods floorspace is indicative only.

Table 11e: Comparison Goods Floorspace Capacity - Moreton-in-Marsh

	2016	2021	2026	2031
Available comparison goods expenditure (£m)	£713.2	£854.4	£1,032.7	£1,244.1
Turnover derived from study area (£m)	£7.3	£8.9	£10.9	£13.3
Market share (%)	1.0%	1.0%	1.1%	1.1%
Expenditure inflow (£m)	£1.1	£1.3	£1.6	£1.9
Total turnover potential (£m)	£8.4	£10.2	£12.4	£15.2
Benchmark turnover of existing stores (£m)	£8.4	£9.2	£10.3	£11.5
Commitments (£m)	£3.0	£3.2	£3.6	£4.0
Residual expenditure (£m)	**-£3.0**	**-£2.3**	**-£1.5**	**-£0.3**
Indicative sales density for convenience goods floorspace (£/sq m)	£6,000	£6,585.1	£7,356.5	£8,202.1
Indicative convenience goods floorspace capacity (sq m net)	**-493**	**-347**	**-199**	**-37**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 7a-7d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 14%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new comparison goods floorspace is indicative only.

Table 11f: Comparison Goods Floorspace Capacity - Bourton-on-the-Water

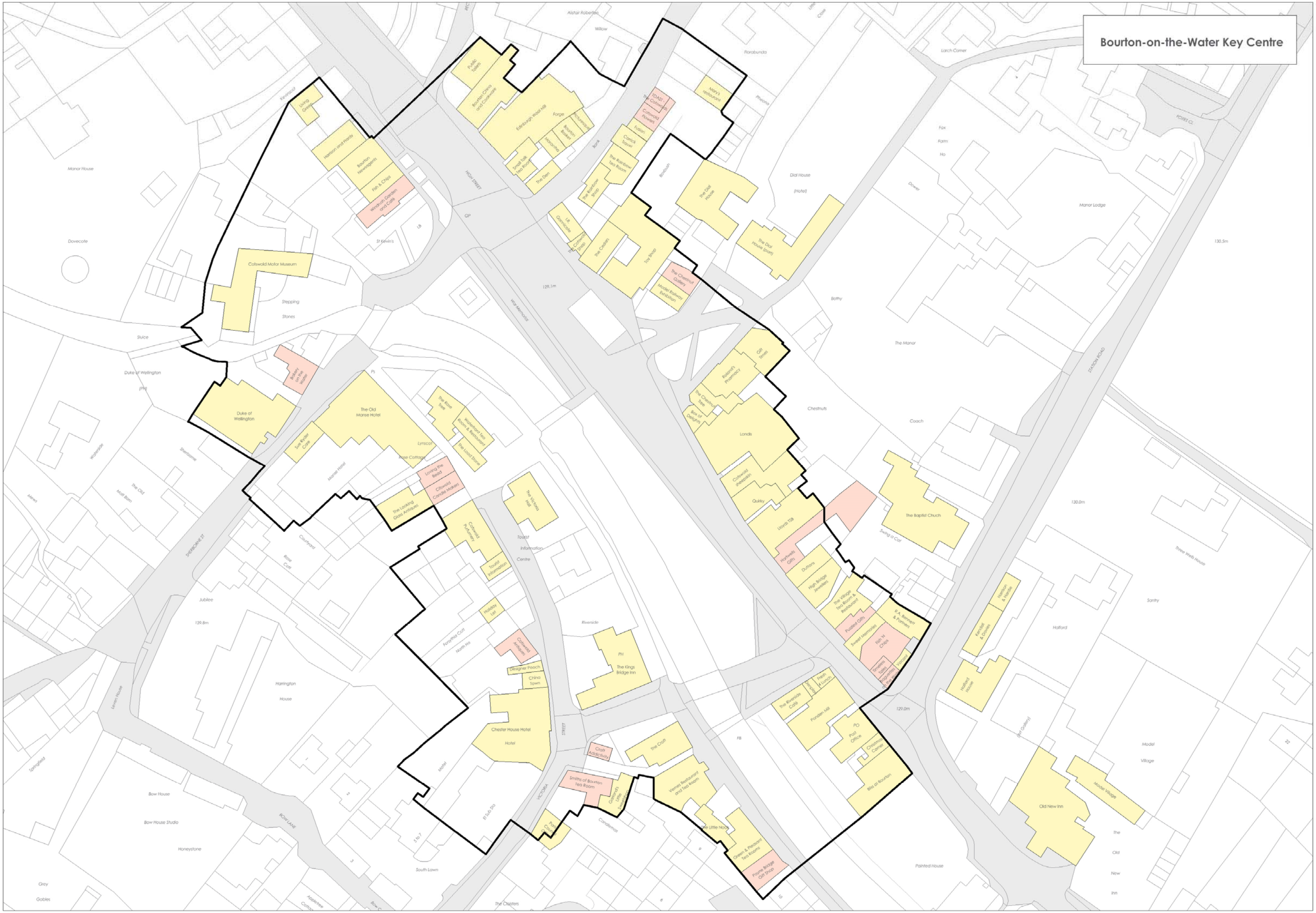
	2016	2021	2026	2031
Available comparison goods expenditure (£m)	£713.2	£854.4	£1,032.7	£1,244.1
Turnover derived from study area (£m)	£4.1	£4.9	£5.9	£7.2
Market share (%)	0.6%	0.6%	0.6%	0.6%
Expenditure inflow (£m)	£2.9	£3.4	£4.1	£5.0
Total turnover potential (£m)	£6.9	£8.3	£10.1	£12.2
Benchmark turnover of existing stores (£m)	£6.9	£7.6	£8.5	£9.5
Commitments (£m)	£1.7	£1.9	£2.1	£2.3
Residual expenditure (£m)	**-£1.7**	**-£1.2**	**-£0.5**	**£0.3**
Indicative sales density for convenience goods floorspace (£/sq m)	£6,000	£6,585.1	£7,356.5	£8,202.1
Indicative convenience goods floorspace capacity (sq m net)	**-286**	**-180**	**-74**	**42**

Notes:

Available convenience goods expenditure taken from Tables 3a-3d.
Study area derived turnover taken from Tables 7a-7d.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 14%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new comparison goods floorspace is indicative only.

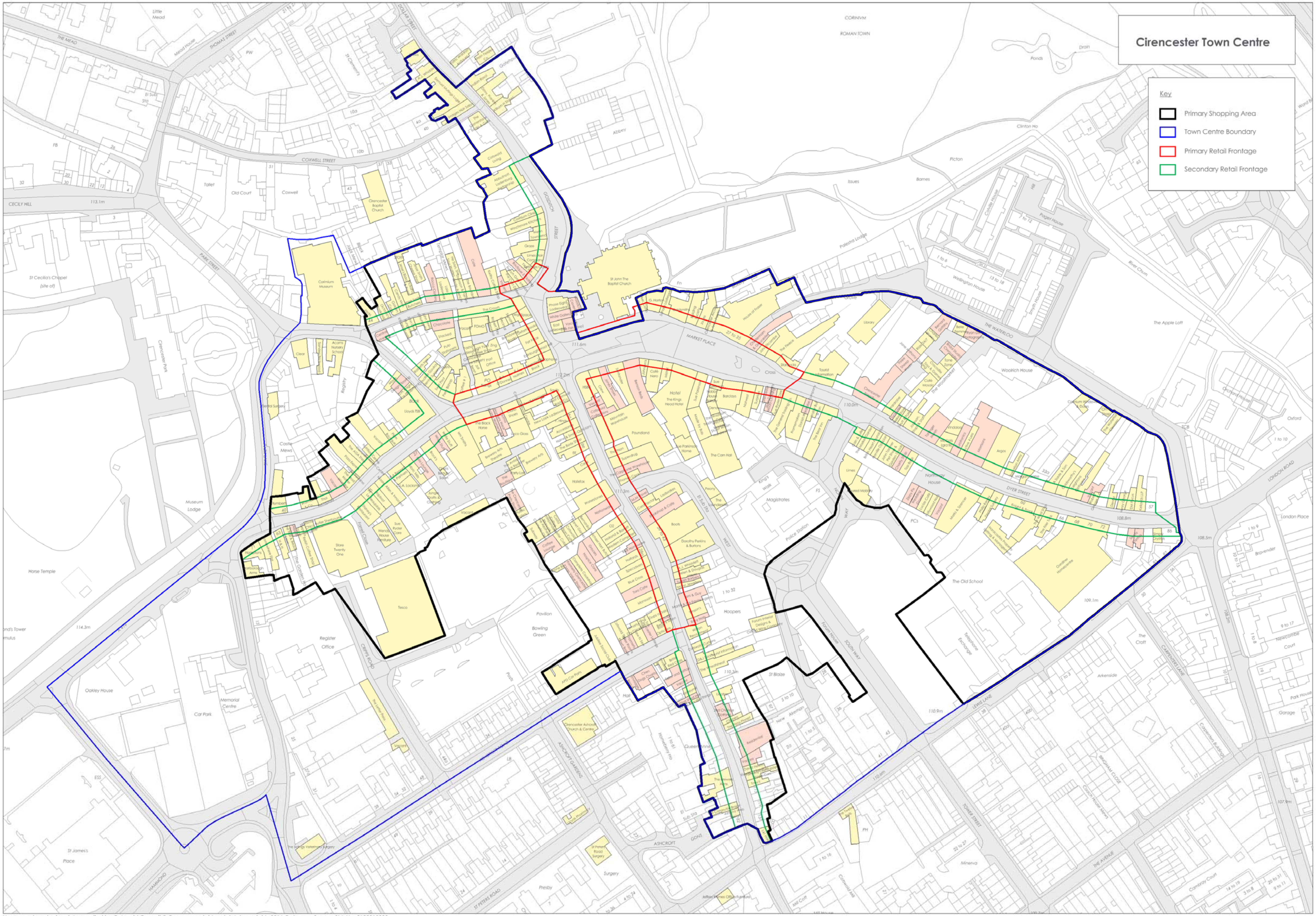
Appendix C

Land Use Plans



Map reproduced using data supplied by Cotswold Council © Crown copyright and database rights 2016 Ordnance Survey, SLA No. 0100018800


Chipping Camden Key Centre
HIGH STREET
LOWER HIGH STREET
BACK ENDS
CALF'S LANE
COLDICOTTS CLOSE
PEELERS CLOSE
BADGERS FIELD
The Square
Town Hall
Noel Arms Hotel
Library
The King's Hotel
Chipping Campden Baptist Church
Chipping Campden Market Hall
Seymour House
Cotswold Cheese Company
Cherry Press Art Supplies
Lygon Arms
The Dining Room
B&B
HSBC
Co-op
Red Lion Inn
One Stop
Robert Welch
Public Toilets
Campden Coffee Company
Hart
The Gallery
Cutts of Campden
Garage
Little Campden
Catholic Primary School
Mulberry House
Grange View


Cirencester Town Centre
Key
Primary Shopping Area
Town Centre Boundary
Primary Retail Frontage
Secondary Retail Frontage
MARKET PLACE
DYER STREET
CRICKLADE STREET
GOSDITCH STREET
CECILY HILL
COXWELL STREET
THOMAS STREET
THE MEAD
CASTLE STREET
ASHCROFT GARDENS
LEWIS LANE
LONDON ROAD
THE WATERLOO
Corinium Museum
St John The Baptist Church
Tesco
The Old School
Police Station
Magistrates
Library
Pavilion
Bowling Green
Car Park
Register Office


Fairford District Centre
HIGH STREET
LONDON STREET
PARK STREET
CROFT LANE
BACK LANE
Cotswold Volunteers Charity Shop
Coln Bookshop
The Coln Gallery
Cotswold Therapy Rooms
Kim Sutton Gallery
Fairford Opticians
Lloyds Bank
Boots
Blenheim Antiques
Josh
Vacant
Co-op
Andrew Butler
The Plough Inn
Fairford Therapy Centre
Coffee Shop
Curry King
Fairford Kebab & Pizza
Post Office
The Bull Hotel
Public Toilets
Fairford Community Centre
Council Office
Fairford Town Council
The Parish Church of St Mary
Library
Hyperion House
The Palmer Hall
The White Cottage
New Peking House
Residential