

TABLE 1: ALL COMPARISON GOODS - 2017 MARKET SHARE ANALYSIS (%M)
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Central Milton Keynes	45.5%	67.0%	64.2%	61.3%	70.2%	65.3%	62.9%	35.5%	62.2%	62.6%	39.0%	39.3%	27.5%	22.3%
District Centres	30.2%	12.0%	13.2%	17.6%	6.2%	9.0%	12.7%	3.8%	10.7%	3.6%	8.2%	8.4%	2.8%	0.7%
Kingston District Centre	0.0%	0.7%	9.5%	15.0%	5.3%	1.4%	0.5%	0.0%	6.0%	3.2%	7.4%	2.7%	0.1%	0.1%
Westcroft District Centre	1.3%	5.8%	1.0%	0.6%	0.2%	0.0%	1.4%	0.0%	0.3%	0.0%	0.0%	0.2%	1.0%	0.0%
Bletchley District Centre	28.7%	5.1%	2.6%	2.0%	0.4%	3.5%	2.3%	3.2%	1.2%	0.2%	0.8%	5.6%	1.6%	0.5%
Wolverton District Centre	0.2%	0.3%	0.1%	0.0%	0.4%	4.1%	8.4%	0.6%	3.2%	0.2%	0.0%	0.0%	0.0%	0.0%
Town Centres	0.2%	0.0%	0.3%	0.4%	1.1%	0.0%	6.9%	0.2%	7.7%	17.3%	0.4%	0.4%	0.0%	0.0%
Newport Pagnell	0.0%	0.0%	0.3%	0.0%	1.0%	0.0%	0.3%	0.0%	5.3%	1.2%	0.0%	0.0%	0.0%	0.0%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	15.9%	0.4%	0.0%	0.0%	0.0%
Stony Stratford	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	5.9%	0.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Woburn Sands	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.7%	0.0%	0.1%	0.2%	0.0%	0.4%	0.0%	0.0%
Local Centres	0.1%	1.7%	3.8%	1.1%	2.3%	0.1%	0.5%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%
Out of Centre	22.9%	17.9%	17.7%	18.4%	19.4%	24.8%	16.1%	10.1%	14.8%	7.8%	3.3%	17.6%	5.9%	3.9%
Bletchley - Beacon Retail Park	2.6%	0.6%	2.5%	0.9%	0.2%	0.5%	1.1%	0.6%	0.4%	0.5%	0.3%	3.6%	0.4%	0.6%
Bletchley - Denbigh North - Asda	0.6%	0.2%	1.4%	0.9%	0.4%	1.6%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Bletchley - Denbigh North - Ikea	1.3%	2.8%	0.4%	2.4%	2.0%	6.8%	2.2%	0.6%	2.6%	1.6%	0.8%	2.0%	2.2%	1.5%
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	2.2%	2.3%	2.0%	1.6%	1.9%	1.2%	1.6%	1.0%	0.0%	0.3%	0.0%	5.3%	0.6%	0.5%
Bletchley - Denbigh North - Other	3.9%	0.7%	0.0%	0.0%	1.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Bletchley - Rushmere Retail Park	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%
Bletchley - Watling Street	4.0%	2.5%	0.3%	0.6%	3.8%	0.7%	0.5%	0.1%	0.2%	0.0%	0.2%	0.9%	0.3%	0.4%
CMK - Central Retail Park	4.1%	3.4%	4.2%	4.3%	4.4%	6.6%	3.4%	3.4%	7.9%	2.5%	0.5%	3.0%	0.6%	0.2%
CMK - Routeco Retail Park, Winterhill	3.8%	4.9%	6.6%	6.8%	4.6%	4.4%	5.6%	4.0%	2.7%	2.1%	0.6%	2.1%	1.4%	0.4%
CMK - Winterhill Retail Park	0.2%	0.2%	0.1%	0.2%	1.5%	1.1%	0.9%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston - Costco Wholesale	0.0%	0.0%	0.1%	0.6%	0.2%	0.7%	0.1%	0.0%	0.4%	0.7%	0.1%	0.4%	0.0%	0.2%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.3%	1.2%	0.3%	0.3%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%
Locations Outside MKBC	1.1%	1.4%	0.7%	1.2%	0.8%	0.8%	0.9%	50.3%	4.5%	8.6%	49.1%	34.3%	63.8%	73.0%
Aylesbury	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	0.5%	0.0%	0.0%	0.0%	0.6%	55.5%	2.0%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.1%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%
Bedford	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.6%	2.6%	42.4%	4.6%	0.2%	0.0%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%	41.4%
Filtwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	1.0%	0.0%	0.0%
Leighton Buzzard	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	21.9%	0.2%	0.0%
Northampton	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	11.2%	1.4%	1.5%	0.1%	0.0%	0.1%	0.2%
Other Locations Outside MKBC	0.8%	1.3%	0.5%	1.0%	0.8%	0.0%	0.6%	8.2%	2.3%	4.4%	3.6%	6.2%	7.5%	5.8%
Oxford	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%	12.2%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL Study Area without SFT	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL MK without SFT	98.9%	98.6%	99.3%	98.8%	99.2%	99.2%	99.1%	49.7%	95.5%	91.4%	50.9%	65.7%	96.2%	27.0%

TABLE 2: 2017 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	STUDY AREA	Rough MK Area Zones 1-7, 9 and 10
	78.5	160.8	65.9	125.8	85.9	62.6	76.1	295.1	83.4	34.9	201.5	316.8	369.6	198.9	2155.6	773.8
Central Milton Keynes	£35.7	£107.8	£42.3	£77.1	£60.3	£40.9	£47.9	£104.7	£51.9	£21.9	£78.6	£124.5	£101.5	£44.4	£939.3	£485.6
District Centres	£23.7	£19.2	£8.7	£22.2	£5.4	£5.7	£9.6	£11.2	£8.9	£1.3	£15.4	£26.7	£10.4	£1.3	£1170.6	£104.6
Kingston District Centre	£0.0	£1.2	£6.3	£18.9	£4.5	£0.9	£0.4	£0.0	£5.0	£1.1	£14.9	£8.6	£0.5	£0.3	£62.5	£38.3
Westcroft District Centre	£1.0	£9.3	£0.7	£0.7	£0.2	£0.0	£1.1	£0.0	£0.3	£0.0	£0.0	£0.5	£3.9	£0.0	£17.6	£13.2
Bletchley District Centre	£22.5	£8.2	£1.7	£2.6	£0.4	£2.2	£1.7	£9.4	£1.0	£0.1	£1.6	£17.6	£6.1	£1.1	£76.0	£40.3
Wolverton District Centre	£0.1	£0.6	£0.1	£0.0	£0.3	£2.5	£6.4	£1.8	£2.7	£0.1	£0.0	£0.0	£0.0	£0.0	£14.6	£12.8
Town Centres	£0.2	£0.0	£0.2	£0.5	£1.0	£0.0	£5.2	£0.6	£6.4	£6.0	£0.9	£1.2	£0.0	£0.0	£22.2	£19.5
Newport Pagnell	£0.0	£0.0	£0.2	£0.0	£0.8	£0.0	£0.2	£0.0	£4.4	£0.4	£0.0	£0.0	£0.0	£0.0	£6.1	£6.1
Olney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£5.5	£0.9	£0.0	£0.0	£0.0	£7.3	£6.4
Stony Stratford	£0.0	£0.0	£0.1	£0.2	£0.1	£0.0	£4.5	£0.6	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.5	£5.9
Woburn Sands	£0.2	£0.0	£0.0	£0.3	£0.0	£0.0	£0.5	£0.0	£0.1	£0.1	£0.0	£1.2	£0.0	£0.0	£2.3	£1.1
Local Centres	£0.1	£2.7	£2.5	£1.4	£2.0	£0.1	£0.4	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£9.6	£9.3
Out of Centre	£18.0	£28.7	£11.7	£23.1	£16.7	£15.5	£12.3	£29.9	£12.3	£2.7	£6.7	£55.8	£21.7	£7.8	£262.8	£140.9
Bletchley - Beacon Retail Park	£2.1	£1.0	£1.6	£1.1	£0.2	£0.3	£0.8	£1.8	£0.3	£0.2	£0.6	£11.3	£1.3	£1.1	£23.8	£7.7
Bletchley - Denbigh North - Asda	£0.5	£0.3	£0.9	£1.2	£0.4	£1.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£5.6	£4.4
Bletchley - Denbigh North - Ikea	£1.0	£4.5	£0.3	£3.0	£1.7	£4.3	£1.6	£1.9	£2.2	£0.6	£1.6	£6.2	£8.2	£3.1	£40.0	£19.1
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	£1.8	£3.7	£1.3	£2.0	£1.7	£0.7	£1.2	£3.0	£0.0	£0.1	£1.7	£16.8	£2.4	£1.0	£37.4	£12.5
Bletchley - Denbigh North - Other	£3.0	£1.2	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£4.8	£4.5
Bletchley - Rushmere Retail Park	£0.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.2	£1.6	£0.6
Bletchley - Watling Street	£3.1	£4.1	£0.2	£0.8	£3.2	£0.4	£0.3	£0.4	£0.1	£0.0	£0.4	£2.8	£1.3	£0.8	£17.9	£12.3
CMK - Central Retail Park	£3.2	£5.5	£2.7	£5.5	£3.8	£4.1	£2.6	£10.0	£6.6	£0.9	£0.9	£9.5	£2.2	£0.3	£57.9	£34.8
CMK - Routeco Retail Park, Winterhill	£3.0	£7.9	£4.3	£8.6	£3.9	£2.7	£4.3	£11.8	£2.2	£0.7	£1.2	£6.8	£5.2	£0.8	£63.6	£37.7
CMK - Winterhill Retail Park	£0.2	£0.2	£0.1	£0.3	£1.3	£0.7	£0.7	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£3.8
Kingston - Costco Wholesale	£0.0	£0.0	£0.0	£0.7	£0.2	£0.4	£0.1	£0.0	£0.3	£0.3	£0.3	£1.1	£0.0	£0.4	£3.9	£2.1
Other Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£0.2	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£1.4
Locations Outside MKBC	£0.9	£2.3	£0.5	£1.5	£0.7	£0.5	£0.7	£148.5	£3.7	£3.0	£98.9	£108.7	£236.0	£145.2	£751.1	£13.8
Aylesbury	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£1.4	£0.0	£0.0	£0.0	£1.9	£205.1	£4.1	£212.7	£0.3
Banbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£74.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£96.7	£0.0
Bedford	£0.0	£0.0	£0.0	£0.3	£0.0											

TABLE 3: 2022 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	STUDY AREA	Rough MK Area Zones 1-7, 9 and 10
	91.27151	188.386	77.22476	151.00154	100.0283	73.19607	89.01323	335.8154	93.53243	40.57175	233.6851	367.9567	428.4223	226.9719	2497.1	904.2
Central Milton Keynes	£41.5	£126.3	£49.6	£92.6	£70.2	£47.8	£56.0	£119.2	£58.2	£25.4	£91.1	£144.6	£117.7	£50.7	£1,090.8	£567.5
District Centres	£27.5	£22.5	£10.2	£26.6	£6.3	£6.6	£11.3	£12.7	£10.0	£1.5	£19.1	£31.0	£12.1	£1.5	£198.8	£122.5
Kingston District Centre	£0.0	£1.4	£7.4	£22.7	£5.3	£1.0	£0.5	£0.0	£5.6	£1.3	£17.2	£10.0	£0.5	£0.3	£73.2	£45.1
Westcroft District Centre	£1.1	£10.9	£0.8	£0.9	£0.2	£0.0	£1.3	£0.0	£0.3	£0.0	£0.0	£0.6	£4.5	£0.0	£20.5	£15.5
Bletchley District Centre	£26.2	£9.6	£2.0	£3.1	£0.4	£2.6	£2.0	£10.7	£1.1	£1.8	£20.4	£7.1	£1.2	£88.2	£47.0	
Wolverton District Centre	£0.2	£0.7	£0.1	£0.0	£0.4	£3.0	£7.5	£2.0	£3.0	£0.1	£0.0	£0.0	£0.0	£0.0	£16.9	£14.9
Town Centres	£0.2	£0.0	£0.3	£0.6	£1.1	£0.0	£6.1	£0.7	£7.2	£7.0	£1.0	£1.4	£0.0	£0.0	£25.6	£22.5
Newport Pagnell	£0.0	£0.0	£0.2	£0.1	£1.0	£0.0	£0.3	£0.0	£4.9	£0.5	£0.0	£0.0	£0.0	£0.0	£6.9	£6.9
Olney	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£6.4	£1.0	£0.0	£0.0	£0.0	£8.4	£7.4
Stony Stratford	£0.0	£0.0	£0.1	£0.2	£0.1	£0.0	£5.2	£0.7	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£7.6	£6.8
Woburn Sands	£0.2	£0.0	£0.3	£0.0	£0.0	£0.0	£0.6	£0.0	£0.1	£0.1	£0.0	£1.4	£0.0	£0.0	£2.7	£1.3
Local Centres	£0.1	£3.2	£2.9	£1.7	£2.3	£0.1	£0.5	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£11.3	£10.9
Out of Centre	£20.9	£33.6	£19.7	£27.7	£19.4	£18.1	£14.3	£34.1	£13.8	£3.2	£7.8	£64.8	£25.1	£8.9	£305.4	£164.8
Bletchley - Beacon Retail Park	£2.4	£1.2	£1.9	£1.3	£0.2	£0.4	£1.0	£2.0	£0.4	£0.2	£0.7	£13.2	£1.5	£1.3	£27.7	£9.0
Bletchley - Denbigh North - Asda	£0.5	£0.4	£1.1	£1.4	£0.4	£1.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£6.6	£5.2
Bletchley - Denbigh North - Ikea	£1.2	£5.3	£0.3	£3.6	£2.0	£5.0	£1.9	£2.2	£2.4	£0.7	£1.8	£7.2	£9.5	£3.5	£46.5	£22.3
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	£2.1	£4.3	£1.6	£2.4	£1.9	£0.9	£1.5	£3.4	£0.0	£0.1	£2.0	£19.5	£2.7	£1.1	£43.5	£14.7
Bletchley - Denbigh North - Other	£3.5	£1.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£5.6	£5.3
Bletchley - Rushmere Retail Park	£0.2	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.3	£1.9	£0.7
Bletchley - Watling Street	£3.7	£4.8	£0.2	£0.9	£3.8	£0.5	£0.4	£0.4	£0.1	£0.0	£0.5	£3.2	£1.5	£0.9	£20.8	£14.3
CMK - Central Retail Park	£3.7	£6.5	£3.2	£6.6	£4.4	£4.8	£3.0	£11.4	£7.3	£1.0	£1.1	£11.1	£2.5	£0.3	£67.1	£40.6
CMK - Routeco Retail Park, Winterhill	£3.4	£9.3	£5.1	£10.3	£4.6	£3.2	£5.0	£13.5	£2.5	£0.9	£1.4	£7.9	£6.0	£1.0	£74.0	£44.3
CMK - Winterhill Retail Park	£0.2	£0.3	£0.1	£0.3	£1.5	£0.8	£0.8	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£4.4
Kingston - Costco Wholesale	£0.0	£0.0	£0.1	£0.9	£0.2	£0.5	£0.1	£0.0	£0.4	£0.3	£0.3	£1.3	£0.0	£0.5	£4.5	£2.4
Other Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.3	£0.9	£0.3	£1.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£1.6
Locations Outside MKBC	£1.0	£2.7	£0.6	£1.9	£0.8	£0.6	£0.8	£169.0	£4.2	£3.5	£114.7	£126.2	£273.5	£165.7	£865.2	£16.0
Aylesbury	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£1.5	£0.0	£0.0	£0.0	£2.2	£237.8	£4.6	£246.5	£0.3
Banbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£84.4	£0.0	£0.0	£0.0	£0.0	£0.0	£25.8	£110.2	£0.0
Bedford	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.6	£1.1	£99.1	£16.8	£1.0	£0.0	£119.1	£2.1
Bicester	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.0	£94.0	£96.0	£0.0
Flitwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.8	£3.8	£0.0	£0.0	£10.5	£0.0
Leighton Buzzard	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£80.5	£0.9	£0.0	£81.9	£0.5
Northampton	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£37.7	£1.3	£0.6	£0.3	£0.0	£0.5	£0.5	£41.4	£2.4
Other Locations Outside MKBC	£0.7	£2.4	£0.4	£1.5	£0.8	£0.0	£0.5	£27.4	£2.1	£1.8	£5.5	£23.0	£32.3	£13.1	£114.5	£10.2
Oxford	£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	£27.7	£28.1	£0.3
Towcester	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£17.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£17.1	£0.2
TOTAL without SFT	£91.3	£188.4	£77.2	£151.0	£100.0	£73.2	£89.0	£335.8	£93.5	£40.6	£233.7	£368.0	£428.4	£227.0	£2,497.1	£904.2
TOTAL MK without SFT	£90.2	£185.7	£76.7	£149.2	£99.2	£72.6	£88.2	£166.8	£89.4	£37.1	£119.0	£241.7	£154.9	£61.3	£1,631.9	£888.2

TABLE 4: 2027 SURVEY-DERIVED MARKET SHARE ANALYSIS (€M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	STUDY AREA	Rough MK Area Zones 1-7, 9 and 10
	111.2242	231.2395	94.7121	177.12616	122.1963	89.14911	108.5378	403.0025	127.7536	49.44298	285.2012	449.0289	521.3934	272.8038	3042.8	1111.4
Central Milton Keynes	€50.6	€155.0	€60.8	€108.6	€85.7	€58.2	€68.3	€143.0	€79.5	€31.0	€111.2	€176.4	€143.3	€60.9	€1,332.5	€697.7
District Centres	€33.5	€27.7	€12.5	€31.2	€7.6	€8.1	€13.8	€15.3	€13.7	€1.8	€23.3	€37.8	€14.7	€1.8	€242.7	€149.9
Kingston District Centre	€0.0	€1.7	€9.0	€26.6	€6.4	€1.3	€0.6	€0.0	€7.7	€1.6	€21.0	€12.2	€0.7	€0.4	€89.1	€54.9
Westcroft District Centre	€1.4	€13.4	€1.0	€1.0	€0.2	€0.0	€1.5	€0.0	€0.4	€0.0	€0.0	€0.7	€5.4	€0.0	€25.1	€19.0
Bletchley District Centre	€31.9	€11.7	€2.4	€3.6	€0.5	€3.2	€2.5	€12.8	€1.5	€0.1	€2.2	€24.9	€8.6	€1.4	€107.5	€57.4
Wolverton District Centre	€0.2	€0.8	€0.1	€0.0	€0.4	€3.6	€9.1	€2.4	€1.1	€0.1	€0.0	€0.0	€0.0	€0.0	€21.0	€18.6
Town Centres	€0.2	€0.0	€0.3	€0.7	€1.4	€0.0	€7.5	€0.9	€9.8	€8.6	€1.2	€1.7	€0.0	€0.0	€22.2	€38.4
Newport Pagnell	€0.0	€0.0	€0.2	€0.1	€1.2	€0.0	€0.3	€0.0	€6.7	€0.6	€0.0	€0.0	€0.0	€0.0	€9.2	€9.2
Olney	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€1.3	€7.9	€1.2	€0.0	€0.0	€0.0	€10.4	€9.2
Stony Stratford	€0.0	€0.0	€0.1	€0.2	€0.2	€0.0	€6.4	€0.9	€1.6	€0.0	€0.0	€0.0	€0.0	€0.0	€9.4	€8.5
Woburn Sands	€0.2	€0.0	€0.0	€0.4	€0.0	€0.0	€0.7	€0.0	€0.1	€0.1	€0.0	€1.7	€0.0	€0.0	€3.3	€1.6
Local Centres	€0.1	€3.9	€3.6	€2.0	€2.8	€0.1	€0.6	€0.2	€0.2	€0.0	€0.0	€0.0	€0.0	€0.2	€13.7	€13.3
Out of Centre	€25.5	€41.3	€16.8	€32.5	€23.7	€22.1	€17.5	€40.9	€18.9	€3.9	€9.5	€79.1	€30.6	€10.7	€372.7	€202.0
Bletchley - Beacon Retail Park	€2.9	€1.4	€2.3	€1.6	€0.3	€0.5	€1.2	€2.4	€0.5	€0.2	€0.9	€16.1	€1.8	€1.6	€33.7	€11.0
Bletchley - Denbigh North - Asda	€0.7	€0.4	€1.3	€1.7	€0.5	€1.4	€0.3	€0.0	€0.0	€0.0	€0.0	€0.0	€1.7	€0.0	€8.0	€6.3
Bletchley - Denbigh North - Ikea	€1.4	€5.5	€0.4	€4.2	€2.4	€6.1	€2.3	€2.6	€3.3	€0.8	€2.2	€8.8	€11.5	€4.2	€56.8	€27.5
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	€2.5	€5.3	€1.9	€2.8	€2.4	€1.0	€1.8	€4.1	€0.0	€0.1	€2.4	€23.9	€3.3	€1.4	€52.9	€17.8
Bletchley - Denbigh North - Other	€4.3	€1.7	€0.0	€0.0	€0.1	€0.0	€0.3	€0.0	€0.0	€0.0	€0.0	€0.4	€0.0	€0.0	€6.8	€6.4
Bletchley - Rushmere Retail Park	€0.2	€0.4	€0.2	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€1.2	€0.0	€0.3	€2.3	€0.8
Bletchley - Watling Street	€4.4	€5.9	€0.2	€1.1	€4.6	€0.6	€0.5	€0.5	€0.2	€0.0	€0.6	€4.0	€1.8	€1.1	€25.4	€17.5
CMK - Central Retail Park	€4.5	€8.0	€3.9	€7.7	€5.4	€5.9	€3.7	€13.7	€10.0	€1.2	€1.3	€13.5	€3.1	€0.4	€82.4	€50.3
CMK - Routeco Retail Park, Winterhill	€4.2	€11.4	€6.3	€12.1	€5.6	€3.9	€6.1	€16.2	€3.4	€1.1	€1.7	€9.6	€7.3	€1.2	€90.0	€54.0
CMK - Winterhill Retail Park	€0.2	€0.4	€0.1	€0.4	€1.8	€1.0	€1.0	€0.0	€0.7	€0.0	€0.0	€0.0	€0.0	€0.0	€5.5	€5.5
Kingston - Costco Wholesale	€0.0	€0.0	€0.1	€1.0	€0.3	€0.6	€0.1	€0.0	€0.5	€0.4	€0.4	€1.6	€0.0	€0.6	€5.5	€3.0
Other Out of Centre	€0.0	€0.0	€0.0	€0.0	€0.4	€1.1	€0.3	€1.4	€0.2	€0.0	€0.0	€0.0	€0.0	€0.0	€3.4	€2.0
Locations Outside MKBC	€1.3	€3.4	€0.7	€2.2	€1.0	€0.7	€1.0	€20.8	€5.7	€4.2	€14.0	€154.0	€33.9	€199.2	€1,049.0	€201.1
Aylesbury	€0.0	€0.0	€0.3	€0.0	€0.0	€0.0	€0.1	€1.8	€0.0	€0.0	€0.0	€2.7	€289.4	€5.6	€299.9	€0.4
Banbury	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€101.3	€0.0	€0.0	€0.0	€0.0	€0.0	€31.0	€132.2	€0.0
Bedford	€0.0	€0.0	€0.0	€0.4	€0.0	€0.1	€0.0	€0.0	€0.8	€1.3	€121.0	€20.5	€1.2	€0.0	€145.4	€2.6
Bicester	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€1.3	€0.0	€0.0	€0.0	€0.0	€1.2	€112.9	€115.4	€0.0
Flitwick	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€8.2	€4.6	€0.0	€0.0	€12.9	€0.0
Leighton Buzzard	€0.4	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.2	€0.0	€0.0	€98.2	€1.1	€0.0	€99.9	€0.6
Northampton	€0.0	€0.4	€0.0	€0.0	€0.0	€0.2	€0.1	€45.2	€1.8	€0.8	€0.4	€0.0	€0.6	€0.6	€49.9	€3.1
Other Locations Outside MKBC	€0.9	€3.0	€0.4	€1.8	€1.0	€0.0	€0.6	€32.9	€2.9	€2.2	€10.4	€28.0	€39.3	€15.7	€139.0	€12.8
Oxford	€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	€33.3	€33.8	€0.4
Towcester	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.2	€20.4	€0.4	€0.0	€0.0	€0.0	€0.0	€0.0	€20.6	€0.2
TOTAL without SFT	€111.2	€231.2	€94.7	€177.1	€122.2	€89.1	€108.5	€403.0	€127.8	€49.4	€285.2	€449.0	€521.4	€272.8	€3,042.8	€1,111.4
TOTAL MK without SFT	€110.0	€227.9	€94.0	€175.0	€121.2	€88.4	€107.6	€200.2	€122.0	€45.2	€145.2	€295.0	€188.5	€73.6	€1,993.8	€1,091.3

TABLE 5: 2031 SURVEY-DERIVED MARKET SHARE ANALYSIS (€M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	STUDY AREA	Rough MK Area Zones 1-7, 9 and 10
	134.0139	279.9879	114.2962	206.8176	147.0387	107.1417	130.3444	480.4233	162.9364	59.46715	344.6812	541.1807	626.7733	325.6423	3660.7	1342.0
Central Milton Keynes	€61.0	€187.7	€73.4	€126.8	€103.2	€69.9	€82.0	€170.5	€101.4	€37.3	€134.4	€212.6	€172.2	€72.7	€1,605.0	€842.5
District Centres	€40.4	€33.5	€15.1	€36.5	€9.2	€9.7	€16.5	€18.2	€17.5	€2.2	€28.1	€45.6	€17.6	€2.1	€292.1	€180.5
Kingston District Centre	€0.0	€2.1	€10.9	€31.0	€7.8	€1.5	€0.7	€0.0	€9.8	€1.9	€25.4	€14.7	€0.8	€0.4	€107.0	€65.7
Westcroft District Centre	€1.7	€16.2	€1.2	€1.2	€0.3	€0.0	€1.8	€0.0	€0.5	€0.0	€0.0	€0.7	€6.5	€0.0	€30.3	€23.0
Bletchley District Centre	€38.5	€14.2	€2.9	€4.2	€0.6	€3.8	€3.0	€15.3	€1.9	€0.1	€2.7	€30.1	€10.3	€1.7	€129.3	€69.2
Wolverton District Centre	€0.2	€1.0	€0.1	€0.0	€0.5	€4.4	€11.0	€2.9	€5.3	€0.1	€0.0	€0.0	€0.0	€0.0	€25.5	€22.6
Town Centres	€0.3	€0.0	€0.4	€0.8	€1.7	€0.0	€9.0	€1.0	€12.5	€10.3	€1.5	€2.1	€0.0	€0.0	€39.4	€34.9
Newport Pagnell	€0.0	€0.0	€0.3	€0.1	€1.4	€0.0	€0.4	€0.0	€8.6	€0.7	€0.0	€0.0	€0.0	€0.0	€11.5	€11.5
Olney	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€1.7	€9.4	€1.5	€0.0	€0.0	€0.0	€12.6	€11.1
Stony Stratford	€0.0	€0.0	€0.1	€0.3	€0.2	€0.0	€0.7	€1.0	€2.1	€0.0	€0.0	€0.0	€0.0	€0.0	€11.4	€10.3
Woburn Sands	€0.3	€0.0	€0.0	€0.4	€0.0	€0.0	€0.9	€0.0	€0.2	€0.1	€0.0	€2.1	€0.0	€0.0	€3.9	€1.9
Local Centres	€0.2	€4.7	€4.3	€2.3	€3.4	€0.1	€0.7	€0.2	€0.3	€0.0	€0.0	€0.0	€0.0	€0.3	€16.5	€16.0
Out of Centre	€30.7	€50.0	€20.3	€38.0	€28.5	€26.5	€21.0	€48.7	€24.0	€4.6	€11.5	€95.3	€36.7	€12.8	€448.6	€243.6
Bletchley - Beacon Retail Park	€3.5	€1.7	€2.8	€1.8	€0.4	€0.6	€1.4	€2.9	€0.6	€0.3	€1.0	€19.4	€2.2	€1.9	€40.5	€13.2
Bletchley - Denbigh North - Asda	€0.8	€0.5	€1.6	€2.0	€0.7	€1.7	€0.3	€0.0	€0.0	€0.0	€0.0	€0.0	€2.0	€0.0	€9.5	€7.5
Bletchley - Denbigh North - Ikea	€1.7	€7.8	€0.5	€4.9	€2.9	€7.3	€2.8	€3.1	€4.2	€1.0	€2.7	€10.6	€13.8	€5.0	€68.4	€33.2
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	€3.0	€6.4	€2.3	€3.2	€2.9	€1.3	€2.1	€4.9	€0.0	€0.2	€3.0	€28.8	€4.0	€1.6	€63.6	€24.4
Bletchley - Denbigh North - Other	€5.2	€2.1	€0.0	€0.0	€0.1	€0.0	€0.4	€0.0	€0.0	€0.0	€0.0	€0.5	€0.0	€0.0	€8.3	€7.7
Bletchley - Rushmere Retail Park	€0.3	€0.4	€0.2	€0.0	€0.0	€0.0										