

SDI (MANCHESTER CHEETHAM HILL) LIMITED

PROPOSALS FOR THE RECONFIGURATION OF CHEETHAM HILL RETAIL PARK

PLANNING AND RETAIL STATEMENT

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1. INTRODUCTION

Introduction

- 1.01 This Planning and Retail Statement has been prepared by Peacock and Smith on behalf of our client, SDI (Manchester Cheetham Hill) Limited (herein after referred to as 'the applicant') in support of two planning applications for the reconfiguration of Cheetham Hill Retail Park and in particular, existing units A1 and B1.
- 1.02 This statement supports two planning applications. The first seeks full planning permission to refurbish the shop fronts of all units, reconfigure units A1 and B1 in order to create 3 individual units as well as the erection of a mezzanine floor to provide further floor space.
- 1.03 The second application seeks to vary condition 5 of planning permission 077128/FO/2005/N1 to allow for the sale of food, drink and confectionary goods at Unit A2 of the site, to be occupied by Lidl.
- 1.04 Access to the retail park will be retained from Elizabeth Street and a revised fascia will be erected to take account of new tenants at the site and improve the front appearance of the store.

Background to the proposals

- 1.05 The retail park is currently comprised of four units, which are; USC, Matalan, B&M Bargains and Currys PC World.
- 1.06 Prior to submitting this planning application discussions have been held with planning officers at Manchester City Council to agree the scope of the application. A pre-application meeting was held with Officers Sue Wills and Jeni Regan on the 27th July 2018.

Structure of the Report

- 1.07 This report is set out as follows:

- **Section 2:** Site Description and Planning History
- **Section 3:** Proposed Development
- **Section 4:** Planning Policy Context
- **Section 5:** Planning Assessment
- **Section 6:** Retail Assessment
- **Section 7:** Benefits of the Proposed Development
- **Section 8:** Summary and Conclusions

2. SITE AND SURROUNDING AREA

- 2.01 This Section provides details of the application site and its surroundings. It also provides details of the relevant planning history of the site.

Application Site and its Context

- 2.02 The application site is located on Cheetham Hill Road, approximately 1.6km (1 mile) north of Manchester City Centre. Figure 1 below highlights the application site in red.

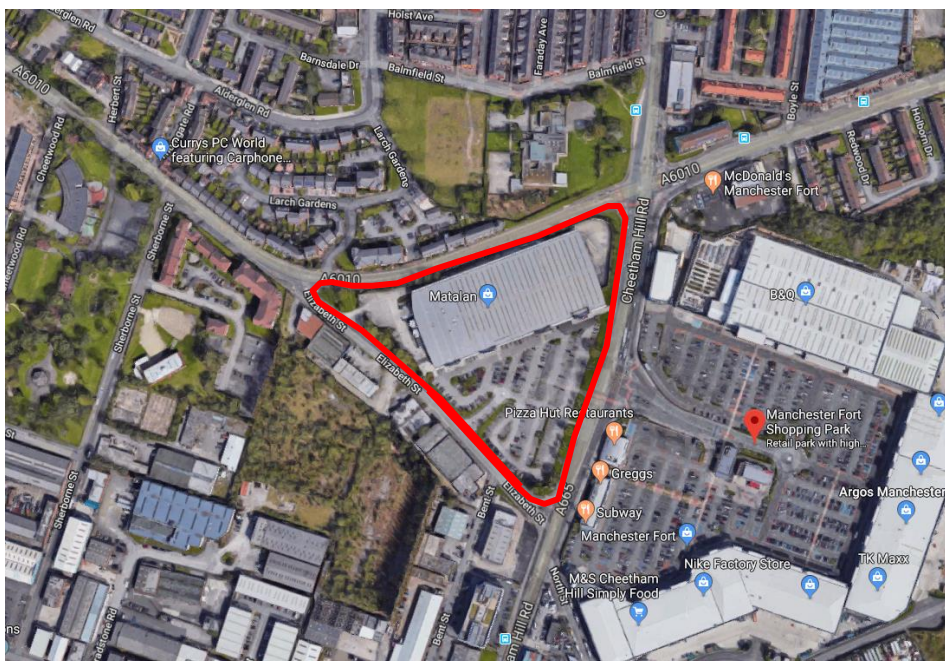


Figure 1: The Site

- 2.03 The site is currently in use as a retail park. The retail units were constructed in the late 1990s and have the appearance of this time. The units have now started to appear a little dated and tired.
- 2.04 Directly north of the site is St Chads RC Primary School as well as residential properties. To the east of the site is the Fort Retail Park occupied by units such as H&M, Marks and Spencer Simply Food, Costa Coffee and Boots. The south and west of the site are predominantly occupied by industrial or employment related units.

- 2.05 The site relates most to the retail development opposite, to which there is pedestrian access across Cheetham Hill Road, a main arterial route for the north to south of the City Centre.
- 2.06 Higher Broughton is less than two miles west of the site with Harpurhey and Monsall located less than two miles east.
- 2.07 The site is accessible by car and on foot. The nearest bus stop is approximately 150 metres away, further beyond the site, within the wider conurbation, providing access to the site from Manchester City Centre, Middleton and Bury.
- 2.08 The site is not located within a Conservation Area. There are also no Listed Buildings or Scheduled Ancient Monuments within close proximity of the site.

Planning History

- 2.09 The planning history at the site is limited but the following applications are considered to be relevant:
- Planning permission was granted on the 03/12/1980 (Ref: F14360) for the erection of a non-food D.I.Y. retail unit and 3 warehouse units on vacant land within the triangular shaped site bounded by Cheetham Hill Road, Queens Road/Elizabeth Street, Cheetham Hill.
 - Planning permission was granted by the Secretary of State on 16/05/2001 (Ref: 060881/FO/NORTH1/00) for the erection of a 10,127 sq m non-food retail unit with associated car parking, landscaping and access works after demolition of existing buildings.
 - Planning permission was granted on 25/01/2001 (Ref: 077128/FO/2005/N1) for material changes to external elevations in conjunction with subdivision of existing unit, and erection of new customer entrance canopies, construction of new service road, service yard and associated landscaping.
 - Planning permission was granted on 08/06/2010 (Ref: 092461/FO/2010/N1) on behalf of Currys PC World for the creation of additional retail floorspace at mezzanine level.

- Planning permission was granted on 15/02/2011 (Ref: 094751/JO/2010/N1) for the variation of condition 5 of planning permission reference 077128/FO/2005/N1 to allow for no more than 10% of floorspace for the sale of food, drink and confectionary goods.

2.10 Further planning history at the site consists of applications for advertising and signage.

Key Summary

2.11 The site is an existing retail development with links to the wider Manchester Fort Retail Park.

2.12 The site is located on the fringes of Manchester City Centre and is situated on the main north to south link road which routes into and out of the city centre.

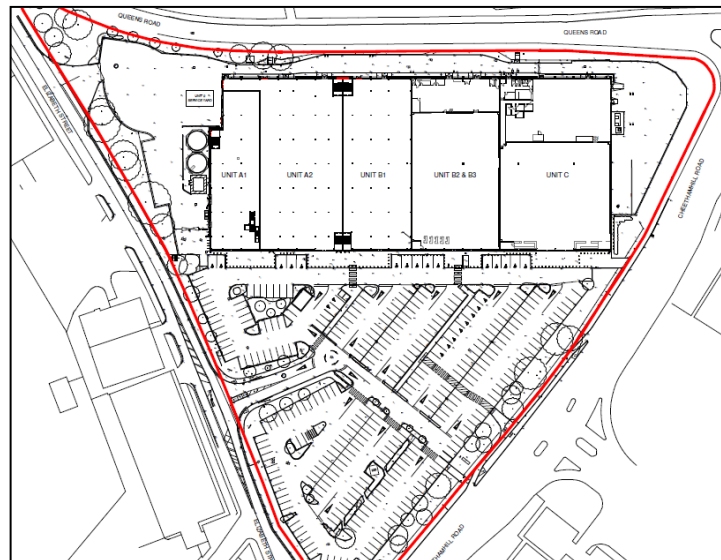
2.13 The site is easily accessible by both public transport and by car, with bus stops providing access into and out of the city centre, in close proximity to the site.

2.14 The character of the site is predominantly retail in nature. The exterior appearance of the site is beginning to look tired and is in need of modernising.

2.15 The planning history set out above demonstrates a precedent set by the Council for supporting changes at the retail park as well as support for the sale of food goods.

3. PROPOSED DEVELOPMENT

- 3.01 The development proposes to reconfigure the existing four units at the site.
- 3.02 It is proposed that units A1 and B1 are reconfigured to create 3 units, including a new mezzanine floor. These units will be occupied by USC, an existing tenant at the site, as well as new tenants; Sports Direct and Lidl.
- 3.03 Existing units B2 and C occupied by B&M Bargains and Currys PC World will not be affected in terms of floorspace, although they will benefit from a new fascia to match.
- 3.04 The image below sets out the proposed units.



- 3.05 USC and Sports Direct will occupy unit A1 of the building. Lidl will occupy the new unit A2.
- 3.06 Unit B1 will be the reconfigured Matalan store.
- 3.07 A new fascia will be erected across the whole of the front of the building which will create regular signage panels to accommodate the new tenants at the site and improve the front of the property.
- 3.08 The existing car park adjacent to the building will remain unchanged.

Proposed Offer

- 3.09 The reconfigured units will allow for more modern facilities to be occupied by a series of national multiple retailers. The development will not affect the operators of units B2 and C, B&M Bargains and Currys PC World, apart from improving the exterior appearance of the units. It will however deliver more appropriate units in terms of size for USC and Matalan.
- 3.10 There will also be two new operators, namely Lidl and Sports Direct. A summary of their retail offers is set out below.

Lidl

- 3.11 Full details of the proposed development are presented in the plans accompanying the submission and addressed in detail below.
- 3.12 This section provides an overview of the Lidl retail operation, including the position of the company within the UK retail market and its key trading characteristics.

Position within the market

- 3.13 Lidl and Schwarz Grocery Wholesale was founded in Germany in the 1930s, since then the company has diversified into hypermarkets under the trading name 'Kaufland' and discount foodstores known as 'Lidl'. Today the Schwarz Group is one of the largest grocery retailers in Europe.
- 3.14 The first Lidl stores opened in Germany in 1973 and by the 1980s Lidl had become a household name. In the early 1990s Lidl began to expand throughout Europe and now has more than 9,000 stores in 26 countries. Lidl commenced trading in the UK in November 1994 and since that date has grown to become a substantial presence in the convenience retail market, with over 600 stores currently trading nationwide. It is estimated by Mintel April 2014) that UK sales reached £4.9BN in 2014/15. Research from Kantar Worldpanel in June 2016 identified that Lidl had a 4.4% share of the grocery market.

Discount Format

- 3.15 The Lidl retail philosophy is centred on simplicity and maximum efficiency at every stage of the business, from supplier to customer, enabling the company to sell high

quality own brand products at the lowest prices. It is this format that has resulted in Lidl being classified by retail research company Verdict as a 'deep' or 'hard' discounter.

- 3.16 Lidl is able to offer high quality products at low prices due to extensive pan European bulk purchasing. This enables the company to achieve significant economies of scale that can then be passed on to the customer in the form of highly competitive prices. Other factors that enable Lidl to offer consistently low prices include the format of its stores and the approach taken to the display and sale of products.

Limited Product Range

- 3.17 Aside from the difference in pricing from the main convenience retailers, another characteristic of the Lidl business model, is that Lidl carry a comparatively limited range of primarily own brand products (around 90% of all products in store).

- 3.18 Approximately 50% of the basic convenience goods come from the UK. The rest is sourced from Europe, with a few recognised brands sold, in addition to a limited range of fresh fruit and vegetables and also pre-packed meats and frozen food stuffs. Lidl aims to keep the shopping experience simple for its customers and operates a 'no frills' policy by avoiding unnecessary packaging and presentation, including a basic store fit-out, all of which contributes to keeping the cost of products low.

- 3.19 Non-food items are limited to around 20% of floorspace in store. The non-food offer is mainly focused on household cleaning and health and beauty products. Lidl stores do receive a twice weekly delivery of non-food 'specials', which can range from garden equipment and small items of furniture to flat screen TVs. These are also sourced on a pan European scale at competitive prices. These items are provided on a 'when it's gone, it's gone' basis and owing to the limited and constantly changing offer, the potential for impact upon other retailers is negligible.

Not the 'Full' retail offer

- 3.20 Lidl stores also differ from other convenience retailers by not offering any of the following products or services:
- Fresh meat counter
 - Fresh fish counter
 - Delicatessen/cheese counter

- Hot food counter
- Pharmacy
- Dry-cleaning service
- Post Office services
- Photographic shop
- Mobile phone shop
- Café/restaurant

3.21 Lidl does not offer any of the above products/services because these do not fit with the company's retail concept and business model. Lidl has a successful, proven format that works, and there is no intention to change it. The introduction of any of the above could have an adverse impact on the prices offered to customers.

3.22 As a consequence of the Lidl business model, its customers tend to purchase part of their main grocery shop (i.e. basic staples) in store, taking advantage of the low prices, but then visit other retailers to purchase luxury food or more specialist items. This, combined with the fact that Lidl does not offer the products and services listed above that are found in many of the main convenience retailers as well as smaller local independents, means that its stores complement existing retail provision, while providing additional opportunity and choice for shoppers.

Shorter Trading Hours

3.23 The standard opening hours for Lidl stores are also more limited than the main convenience retailers, as well as smaller independent convenience retailers. Generally Lidl stores open for a core period of between 07.00–23.00 Monday to Saturday (inclusive of Bank Holidays) and 10.00–16.00 on Sundays.

3.24 The standard opening hours of Lidl stores are therefore much more limited than other retailers, which is another factor underlining that Lidl do not compete to any significant degree with other retailers, in particular, smaller convenience retailers, many of whom offer different products and services and stay open for much longer periods.

Store Format

- 3.25 Lidl has a distinct store format that is integral to the success of its business model. In 2017, Lidl launched an innovative new Type 1300 Corporate Specification 2017 'Spec 2017' store. The new Lidl new store concept includes state-of-the-art, glass fronted design to maximise natural daylight entering the buildings, revamped Wine Cellar section to enhance appeal, customer toilets and baby changing facilities, as well as longer tills, wider aisles and self-checkouts to give added convenience.
- 3.26 Lidl stores already stock a limited number of products compared to other retailers, while space is needed in the sale areas for the non-food specials, which can be bulky items. In addition, in order to keep costs down, many products are placed in the sales areas on the original pallets that they were delivered to the store upon. A significantly smaller sales area would therefore reduce the number of products that could be displayed.
- 3.27 Furthermore, the market position of Lidl as a 'deep discounter' is dictated by its ability to cut costs throughout the business. In order to do so, as stated above, all products are displayed from the original pallets or boxes on/in which they were delivered to the store. This minimises the costs associated with manual handling by removing the need to break pallets down and stack them on shelves.

Local Catchment

- 3.28 Lidl stores serve a relatively compact catchment area and are intended to provide a local shopping facility. The locational strategy of Lidl is for stores in urban areas, to serve an area that broadly equates to a 0-5 minute drive-time of the site. Owing to its limited offer, people do not tend to travel long distances to shop at Lidl. The catchment has regard to the nature of the settlement and surrounding area, the location of existing food retail provision within the catchment and consumer travel patterns.
- 3.29 As stated above, many customers use Lidl stores to purchase part of their main grocery shop (i.e. basic staples), often on foot, taking advantage of the low prices, but then visit other retailers to purchase luxury food or more specialist items that are not offered at Lidl (e.g. fresh fish). In addition, many Lidl customers also continue to visit smaller independent convenience stores close to their homes for top-up/basket

shopping i.e. buying a pint of milk or a loaf of bread) as well as to use services that are not provided by Lidl e.g. dry cleaning, Post Office etc).

Employment Opportunities

- 3.30 Lidl has a policy of employing local people from all backgrounds to work in their stores. This allows for a short commute to work and for staff to potentially work at short notice. The company is an equal opportunities employer with a strong social inclusion policy. The following extract is taken from Lidl's employee handbook, which sets out the company's equal opportunities stance:

"Lidl is an equal opportunities employer. We wish to ensure that employees are treated, trained and promoted, and job applicants are selected on the basis of their respective skills, talents, performance and experience, without reference to their sex, marital status, race, colour, nationality, ethnic origin or disability. Whilst the company strives to realise these principles, it is your responsibility to ensure that they are applied in practice. We will not tolerate any form of harassment and we will seek to ensure that your working environment is free from prejudice. Harassment at work is unlawful."

- 3.31 Lidl offer many different career paths and opportunities within the retail sector. These include managerial and administrative positions in addition to positions such as store assistants and cashiers. The company also runs comprehensive management development and training programmes, enhancing skills of staff and maximising staff retention.
- 3.32 When setting up a new store, Lidl would bring in a manager from another store that ideally has links with the area. This is vital to provide the necessary experience and leadership during the training period of the new store staff. It is then the responsibility of the store manager and district manager to recruit and train the necessary numbers of staff prior to store opening. New staffs are recruited from the local community using a variety of methods, including local newspaper advertisements, Job Centre advertisements and open days.

Deliveries

- 3.33 Lidl products are purchased throughout Europe and then packaged and distributed directly to the relevant Regional Distribution Centre (RDC), of which there are currently 8 in the UK, for onward distribution to its stores across the UK. The nearest RDC to Cheetham Hill is Runcorn.
- 3.34 Lidl are mindful of the need to minimise any disturbance to neighbouring residents and landowners. To assist in achieving this, each store has only one or two dedicated deliveries per day. This provides all the necessary products for the store, including frozen and chilled goods, which are carried using individual temperature controlled units that can be loaded on to the vehicle. This ensures minimum disruption by removing the need for noisy air conditioning units on the vehicle.
- 3.35 During deliveries, it is company policy that vehicle engines are switched off to reduce noise and disturbance. New stores (such as that proposed) also feature graded ramps in the delivery bay and manual dock levellers, negating the need for noisy scissor or tail lifts. The total unloading time for deliveries is approximately 45 minutes.

Summary

- 3.36 The key trading characteristics that distinguish Lidl from the mainstream convenience retailers and smaller independent retailers are therefore as follows:
1. Restricted number of product lines – Lidl is not a one stop shop and sells a limited range of predominantly own brand goods, with customers visiting other stores for branded or luxury goods.
 2. Not the full retail offer – Lidl does not provide the full retail offer. A limited range of comparison goods are sold and the constantly changing nature of ‘non-food specials’ ensures that any impact of other retailers is not constant and is limited. Lidl stores do not offer the range of services provided by the mainstream food retailers or smaller independent stores.
 3. Small store size and localised catchment – Lidl stores do not draw customers from a wide area.
 4. Shorter trading hours – Lidl stores are not open ‘all hours’ and so do not attempt to compete with mainstream food retailers and local convenience stores.

- 3.37 The above factors ensure that the trading impacts of new Lidl stores on existing retailers and centres are very limited.

Sports Direct

- 3.38 Sports Direct was founded in 1982 in Maidenhead and operates across five business segments: UK Sports Retail, European Sports Retail, Premium Lifestyle, Rest of World Retail, and Wholesale & Licensing (formerly Brands).
- 3.39 Sports Direct is the UK's largest sporting goods retailer by revenue and operates a diversified portfolio of sports, fitness, fashion and lifestyle fascias and brands throughout the UK, and in locations in Europe, the U.S. and Asia.

Business Model

- 3.40 The business model is focused on delivering an unrivalled range, availability and quality of products – both third party brand and Group branded products. This includes different customer value propositions across Sports Retail and Premium Lifestyle fascias.
- 3.41 The Sports Direct business strategy is to invest in people, business, and their key third party brand partners, in order to elevate their retail proposition across all channels to attain new levels of excellence.

Employment

- 3.42 The Group employs and engages c.29,000 people, across various sectors, from Sport, Fashion, Lifestyle, Fitness and Brands.
- 3.43 The Board is committed to ensuring that all of employees have the opportunity to be inspired, stimulated, motivated, and empowered. They believe that it takes every single team member to make a difference and drive performance, and are committed to the development and rewarding of their people to enable the Group to achieve its future growth plans.

Sustainability

- 3.44 Sports Direct are continuously aiming to reduce their carbon footprint. The single most significant element is electricity, which makes up 83% of the footprint.
- 3.45 Sports Direct recognise that they have a responsibility to manage the impact their business has on the environment, and are committed to reducing this both now and in the future. They continue to comply with the Government's Carbon Reduction Commitment, and have identified key areas where they can make a difference, in particular energy usage in stores, transport and waste management.

Key Summary

- 3.46 The reconfigured retail park will allow for more modern facilities, as well as providing a new food store and retail unit.
- 3.47 All units at the retail park will benefit from improvements to the exterior appearance, including a modern fascia and frontage which will regularise signage across all units at the site.
- 3.48 USC and Matalan will also benefit from the reconfigured units which will be more appropriate in terms of size and more suitable for their needs.

4. **PLANNING POLICY CONTEXT**

4.01 Section 70(2) of the Town and Country Planning Act 1990 and Section 38(6) of the Planning and Compulsory Purchase Act requires that planning decisions should be taken in accordance with the development plan unless material considerations indicate otherwise.

4.02 The Development Plan is formed of the following documents:

- The Manchester City Council Core Strategy (2012);
- The Unitary Development Plan – Extant Policies (1995).

4.03 Material policy considerations include the National Planning Policy Framework (2018) which is supported by the Planning Practice Guidance (PPG, 2014).

The National Planning Policy Framework (2018)

4.04 The NPPF was issued in July 2018 and contains national planning policy on a variety of different subjects and how these are expected to be applied.

4.05 The NPPF requires planning decisions to be made in accordance with the development plan unless material considerations indicate otherwise (Section 38 (6) of the Planning and Compulsory Purchase Act 2004).

4.06 The NPPF confirms that the purpose of planning is to help achieve sustainable development. There are three dimensions to sustainable development, which are:

- **An economic role** – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
- **A social role** – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and

- **An environmental role** – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

- 4.07 Paragraph 11 of the NPPF sets out the presumption in favour of sustainable development. It encourages Local Planning Authorities to positively seek opportunities to meet development needs (paragraph 11a), and to approve development proposals that accord with the development plan without delay (paragraph 11c). Where the development plan is absent or silent, or where specific policies are out-of-date, LPAs should grant permission unless “*the adverse impacts of doing so would significantly and demonstrably outweigh the benefits*” (paragraph 11d) when assessed against the policies in the Framework taken as a whole.
- 4.08 Paragraph 48 sets out that LPAs may give weight to relevant policies in emerging plans according to:
- a) the stage of preparation of the emerging plan (the more advanced its preparation, the greater weight that may be given);
 - b) the extent to which there are unresolved objections to relevant policies;
 - c) the degree of consistency of the relevant policies in the emerging plan to this Framework.
- 4.09 Paragraph 86 requires local planning authorities to apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Main town centre uses should be located in town centres, then in edge-of-centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered. When considering edge of centre proposals, preference should be given to accessible sites which are well connected to the town centre (paragraph 87).

- 4.10 Paragraph 89 requires a retail impact assessment to be prepared if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m² of gross floorspace).
- 4.11 Paragraph 90 explains that where an application fails to satisfy the sequential test or is likely to have significant adverse impact in retail impact assessment terms, it should be refused.
- 4.12 Section 9, “promoting sustainable transport”, sets out that when considering planning applications, LPAs should ensure the following:
- a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
 - b) safe and suitable access to the site can be achieved for all users; and
 - c) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, or
- 4.13 Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.
- 4.14 Section 12 “achieving well-designed places”, sets out how to achieve high quality buildings and places. Paragraph 127 requires developments to:
- a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
 - b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
 - c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users⁴⁶; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

The Manchester Core Strategy (2012)

- 4.15 The Manchester Core Strategy was adopted in July 2012 and sets out the long term strategic policies for Manchester and forms a key part of the framework from which applications are assessed against.
- 4.16 **Policy SP1 Spatial Principles** sets out the spatial principles which will guide development in Manchester, with a focus on economic and commercial development, retail, leisure and cultural activity, alongside high quality city living.
- 4.17 **Policy CC2 Retail** explains the approach to retail and sets out the need for developments outside of the primary shopping area to make a positive impact on the environment and public realm, ensuring that any new development is of the highest quality design and has been carefully considered against its potential impact on the vitality and viability of the primary shopping area.
- 4.18 **Policy CC8 Change and Renewal** sets out the Council's approach to development and delivering the vision for the City Centre. Developments which make significant contributions to the City Centre's role in terms of employment and retail growth or which improve the accessibility and legibility of the Centre will be supported, subject to the proposal's impact on key aspects of the City's heritage and character.

- 4.19 **Policy CC9 Design and Heritage** outlines the design principles for the City, stating that the design of new buildings will need to be of the highest standard in terms of appearance and function.
- 4.20 **Policy C3 North Manchester** states that there should be a small increase in retail provision in Cheetham Hill and development which brings a broader range of commercial and public uses will be supported.
- 4.21 **Policy C1 Centre Hierarchy** sets out the hierarchy of district and local centres across Manchester, with Cheetham Hill classified as a district centre. District centres have an essential role in providing key services to the City's neighbourhoods including shopping, commercial, leisure, public and community functions, ensuring that residents can access such services easily.
- 4.22 **Policy C9 Out of Centre Development** outlines the criteria for developments which are outside of a centre:
- *There are no sequentially preferable sites, or allocated sites, within the area the development is intended to serve that are available, suitable and viable;*
 - *The proposal would not have unacceptable impacts, either individually or cumulatively with recently completed and approved schemes and having regard to any allocations for town centre uses, on the vitality and viability of the City Centre and designated district and local centres. An assessment of impacts will be required for retail developments of more than local significance; and,*
 - *The proposal is appropriate in terms of its scale and function to its location.*
- 4.23 **Policy T2 Accessible Areas of Opportunity and Need** explains that the Council will manage development to ensure new developments is easily accessible by walking, cycling and public transport; connecting residents to jobs, centres, health, leisure, open space and educational opportunities.

Unitary Development Plan – Saved Policies (1995)

4.24 **Policy S1.2** sets out that the Council will encourage, where appropriate, the improvement and re-development of existing District Centres and new development will be particularly welcome where it replaces obsolete shopping floor space and is in keeping with the character of the existing centre.

4.25 **Policy CC18** set outs that the Council will not normally permit expansion of retail uses in the area around Cheetham Hill Road/Queens Road/Elizabeth Street beyond the area shown on the Proposals Map but would permit appropriate redevelopment schemes within this area. In addition, the Council will not usually permit food based stores within this area.

Key Summary

4.26 From a review of the planning policy framework and pre-application discussions, it is notable that the Development Plan is silent in regard to this proposal. The site is an existing retail site which is proposed for reconfiguration. It appears that the principle issues in the determination of the application are:

- The principle of development and accordance with the development plan;
- NPPF retail considerations including Impact and Sequential Approach to Site Selection;
- Sequential sites;
- Other material considerations include:
 - Highways;
 - Drainage; and
 - Design.

5. PLANNING ASSESSMENT

5.01 The planning policy review at section 4 has established the local and national planning policy considerations which are key in the consideration of the aspects of this application. This section will go on to consider the following matters against this policy framework:

- The principle of development and accordance with the development plan;
- NPPF retail considerations including Impact and Sequential Approach to Site Selection;
- Other material considerations include:
 - Highways;
 - Drainage; and
 - Design.

5.02 NPPF retail considerations including Impact and the Sequential Approach to Site Selection are considered in Section 6 below. Retail matters are considered in detail in the following sections.

Principle of Development

5.03 As set out above, the application site is an existing retail park and is allocated for shopping and community facilities under **Policy CC18** of the Unitary Development Plan (1995). The policy sets out that the Council will not normally permit the expansion of retail uses in the area around Cheetham Hill Road/Queens Road/Elizabeth Street beyond the area shown on the Proposals Map.

5.04 The proposed development does not seek to expand the retail development beyond the existing area shown on the Proposals Map. Accordingly, the proposed development is therefore considered acceptable in the context of **Policy CC18**.

- 5.05 **Policy CC2** of the Core Strategy (2012) explains the approach to retail and sets out the need for developments outside of the primary shopping area to make a positive impact on the environment and public realm, ensuring that any new development is of the highest quality design and has been carefully considered against its potential impact on the vitality and viability of the primary shopping area.
- 5.06 Although it is important to note that the site is classed as 'out of centre', the proposal complies with the requirements of **Policy CC2** for developments outside of the primary shopping area and will have a positive impact on the public realm through modernising and improving the retail park as a whole.
- 5.07 **Policy C3** states that there should be a small increase in retail provision in Cheetham Hill and development which brings a broader range of commercial and public uses will be supported.
- 5.08 **Policy S1.2** sets out that the Council will encourage, where appropriate, the improvement and re-development of existing District Centres and new development will be particularly welcome where it replaces obsolete shopping floor space and is in keeping with the character of the existing centre.
- 5.09 As set out above, the site is classed as 'out of centre' however the proposal will replace obsolete floor space through reconfiguring the existing retail units at the site. The Matalan unit which currently has a floorspace larger than needed will be reduced in order to provide space for the Lidl food store.
- 5.10 The proposed food store will be in keeping with the character of the Cheetham Hill retail park and the Fort retail park opposite where the sale of food is permitted.

Highways

- 5.11 A Transport Assessment has been prepared by AECOM and is submitted in support of the application. This document considers all highway implications from the proposed development including a full policy review, consideration of baseline conditions, accessibility by all modes of transport, proposed trip generation, operation assessment along with car parking.

- 5.12 The Assessment concludes that the site is well served by a range of range of sustainable transport links. It notes the pedestrian infrastructure is of a high standard and conducive to high permeability. Cycle links are good with National Cycle Network Route (NCN) 60 approximately 1.3km to the east of the site. In public transport terms, there are 18 bus stops within 800m of the site, with a high number of services, whilst Manchester Victoria train station is less than 1.1 km to the south east of the site. This is one of the main train stations serving Manchester City centre and benefits from an excellent range of services. The site is also easily accessible by Metrolink tram services. It is a highly sustainable location.
- 5.13 In terms of trips by car, a full assessment has been undertaken. The results show that the addition of development traffic would have little impact on the operation of the local road network. The trips associated with the development proposals are minimal in comparison with the Base traffic flows and would not comprise a severe impact on the network.
- 5.14 In conclusion, the Transport Assessment concludes that the traffic impacts of the development proposals are minimal and that the site accords with local, regional and national policy. There are no substantive highway reasons why the development proposals should not be granted and the development is not considered to have a severe or material traffic impact.

Drainage

- 5.15 A drainage strategy has been prepared by AECOM which assesses the existing drainage facilities at the site and the likely impact of the proposed development.
- 5.16 The statement confirms that the flood risk at the site is low and no additional surface water runoff will be generated from the proposed development therefore no additional surface water management, above that provided at the current site, will be required.
- 5.17 It is also confirmed that the development will not increase flood risk elsewhere outside the boundaries of the site.

Design

- 5.18 A Design and Access Statement is submitted in support of the planning application. The proposed layout is shown on the site layout plan (ref: CPS16-068 001) which shows the reconfigured 5 units, mezzanine floor and the existing car park at the site.
- 5.19 The design of the development has been informed by the surrounding area of the site and has been discussed at a public consultation exercise to ensure it is appropriate to its setting.
- 5.20 Although B&M Bargains and Currys PC World will remain unchanged, the units will benefit from a new fascia. The elevational treatment is of a contemporary design which will modernise the retail park.
- 5.21 It is considered that the design approach taken, offers a high quality design solution to provide retail floor space, whilst meeting both operational requirements and customer expectations.

Key Summary

- 5.22 The site is currently in retail use. The site is allocated for retail uses and therefore the principle of retail development of the site accords with the Development Plan. A series of technical reports have been submitted in support of the application to demonstrate whether the development would have a detrimental impact.
- 5.23 The Transport Assessment outlines that the development of the site would not lead to any significant adverse impacts, and therefore planning permission should be approved. The Drainage Statement outlines that the development would be acceptable.
- 5.24 Therefore, it is considered that the proposed development accords with the Development Plan and with other material considerations including National Planning Policy.

6. RETAIL ASSESSMENT

- 6.01 The purpose of this section is to consider the retail issues raised in the National Planning Policy Framework at paragraphs 86 to 90 of the National Planning Policy Framework issued in 2018.

IMPACT ASSESSMENT

- 6.02 This section considers the key impact tests for out of centre retail development that are set out at paragraph 89 of the NPPF. The NPPF states at paragraph 89 that the default threshold for requiring an impact assessment is 2,500 sq. m where no locally set threshold exists. The LPA has not set a local threshold and therefore the default NPPF threshold is relevant in this case. Although no assessment is required in this case given that the proposal seeks consent for 2,178 sq. m of additional retail floorspace, for completeness a capacity and impact assessment has been undertaken to demonstrate that the proposed foodstore and the additional mezzanine floorspace are acceptable in retail impact terms.

- 6.03 The key impact tests are:

- Impact on existing, committed and planned investment in a centre or centres in the catchment area;
- Impact on town centre vitality and viability, including consumer choice; and
- Impact on trade in town centres and the wider area.

- 6.04 Paragraph 90 of the NPPF indicates that when assessing the impact of a retail proposal the key issue to consider is whether it is likely to have a 'significant adverse' impact on any of the above factors.

- 6.05 In undertaking this impact assessment, a number of data sources have been utilised. These include the development plan and a 'health check' of the defined centres within and in the vicinity of the catchment area of the proposed development.

Impact on investment in centres in the catchment area

- 6.06 In terms of any 'committed or planned' investment, we are not aware of any current retail planning applications or permissions.

6.07 Whilst carrying out the town centre health checks it was confirmed that the Mocha Parade Local Centre is due to be developed in the near future, with a major supermarket entering into an exclusivity agreement with Salford City Council.

6.08 This site serves a different catchment area to the application site at Cheetham Hill and the proposal is not considered to have an impact on the investment at the site.

Impact on town centre vitality and viability

6.09 The health checks of the nearby district and local centres set out in **Appendix 1** of this Statement indicate that the centres are trading well and displaying a moderate to good sign of vitality and viability.

6.10 The trade / turnover assessment provided in this section shows that the proposal would give rise to only small levels of trade diversion from the defined centres.

6.11 In this regard, there is no evidence to suggest that the subject proposal would have a significant adverse impact on any defined centres.

6.12 In contrast, the proposal would provide for a significant improvement in the choice of convenience goods retail destinations in the area, which is currently poorly served by foodstores and reduce to some extent the leakage of spending which is occurring to other stores outside the area.

Impact on trade in the town centre and the wider area

6.13 An assessment of both convenience and comparison retail expenditure capacity and impact of the proposed development on trade/turnover in the catchment area has been undertaken, the methodology and findings of which are set out below.

6.14 The tables (**Tables 1 to 7**) relating to the convenience assessment can be found at **Appendix 2** of this Statement. The comparison assessment is set out in **Appendix 3**.

Study area, design year and price base

- 6.15 It has been assumed that the catchment area of the proposed discount foodstore will be the Cheetham Hill and Broughton areas of North Manchester/Salford, as shown on plan in **Appendix 4**. This area corresponds to the four postcode-based zones identified by GVA Grimley in its retail study (October 2009) and is an area within which there are currently no discount foodstores.
- 6.16 A base year of 2018 has been adopted. It is considered that, subject to planning permission being granted, construction will be completed in 2020. The assessment therefore assumes an impact testing year of 2023.
- 6.17 All figures throughout this assessment are in 2016 prices.

Population

- 6.18 **Table 1 of Appendix 2 and 3** sets out the population figures including population projections for the catchment area. This data has been obtained from a custom produced Experian report that was prepared in September 2018. It represents the most up-to-date information on population for the catchment area and is a widely used source of data.

Expenditure

- 6.19 **Table 2** provides both convenience and comparison goods-based expenditure per person for the catchment area. The base data at 2016 has been obtained from the custom produced Experian and has been projected forward to 2021 allowing for an increase in 'Special Forms of Trading' (see tables for details) and forecast expenditure growth of 0.0% per annum for convenience goods and 2.9% per annum for comparison goods as advocated by the latest Experian Retail Expenditure Guide (December 2017).
- 6.20 **Table 3** provides the total available expenditure in the catchment area by multiplying the population with the goods-based expenditure per person figures. The table shows that the catchment area is anticipated to produce a total of £119.45m of convenience retail expenditure in 2018, rising to £123.96m by 2023, and £158.57m of comparison retail expenditure in 2018, rising to £186.59m by 2023.

Existing convenience retail provision

- 6.21 **Table 4** shows a breakdown of the existing convenience retail provision in the catchment area of the proposed development and the anticipated turnovers of the stores at 2018. The stores have been split into their respective locations (i.e. in-centre or out-of-centre, and within or outside of the catchment area).
- 6.22 The net and convenience net floorspace figures have been taken from the Manchester Cheetham Hill Retail Study (2009) and the benchmark turnovers of each store have been obtained from Verdict and then projected forward to 2018 using the growth in convenience expenditure derived from Experian Retail Expenditure Guide December 2017.
- 6.23 The total convenience turnover of the store at 2018 has been calculated by multiplying the net convenience floorspace with the benchmark turnover.
- 6.24 Not all of the convenience turnover from each store will necessarily be derived from the catchment area and some inflow will exist. In this regard an assumption has been made of the percentage turnover that each store draws from the catchment area based on the size of the store, proximity to other similar facilities and its geographical relationship to the catchment area.
- 6.25 **Table 4** shows that in 2018 the combined benchmark turnover of the existing convenience stores in the survey area is £66.79m.

Turnover of the proposed development

- 6.26 **Tables 5 and 5b** set out the anticipated turnover of the proposed development at 2018 and 2023 respectively.
- 6.27 The proposed discount foodstore will contain 1,153 sq. m of net retail floorspace, of which approximately 80% (923sq. m net) will be used for the sale of convenience goods and 20% (231 sq. m net) for comparison goods.

- 6.28 The benchmark turnover of Lidl stores has been obtained from Mintel Retail Rankings, which represents the most up-to-date data set. The benchmark turnover has then been projected forward to 2018 and 2023.
- 6.29 The table shows that the store's turnover from convenience goods will be £7.16m at 2018 and from comparison goods will be £1.79m at 2018.
- 6.30 It is anticipated that not all of the store's turnover will come from within the catchment area and there will indeed be a small inflow from outside. It is an industry standard to take account of a small inflow of expenditure and in this case it is reasonable to assume that it will be a modest 10%.
- 6.31 In respect of the additional non-food mezzanine floorspace, it is assumed that the new floorspace would achieve a typical sales density 50% lower than ground floor area, giving an estimated turnover of £3.27m pa.

Capacity assessment

- 6.32 Whilst need is no longer a retail planning policy test, it is still important to consider it in the context of impact.
- 6.33 **Table 6** provides an assessment of the convenience expenditure capacity of the catchment area. The residual expenditure at both 2018 and 2023 has been calculated by deducting the turnovers of the existing foodstores from the available convenience goods expenditure in the catchment area.
- 6.34 The table shows that there is significant convenience goods expenditure capacity in 2018 of £52.66m, rising to £53.77m by 2023, this capacity is either being spent in existing shops and/or being spent outside the area. The GVA Grimley study identified significant leakage of convenience goods expenditure to Harpurhey (Asda and Lidl), Heaton Park (Sainsburys), Prestwich (Aldi, Lidl and Tesco) and to Asda at Sportscity.
- 6.35 The addition of a Lidl at Cheetham Hill Retail Park would help to reduce the amount of leakage by providing a new discount store in the local area, but there would still be significant residual capacity for any additional foodstore developments.

- 6.36 In terms of comparison expenditure capacity, the proposed development would have an estimated annual turnover of £1.84m, which only accounts for just over 7% of total expenditure growth in the area.

Retail Impact

- 6.37 **Table 7** assesses the retail impact of the proposal on existing facilities and centres at 2023. This table should be read in the context of the health checks of each of the centres and the assessment of the trading performance of existing foodstores that can be found at Section 5 of this Statement.
- 6.38 The health checks found that the centres assessed are healthy and appear to be vital and viable.
- 6.39 During Peacock and Smith's site visits it was found that the majority of existing foodstores were trading well.
- 6.40 Assumptions regarding the amount of diversion from existing facilities that will occur as a result of the proposed development have been taken having regard to the proximity of the store to the application site and catchment area, and how similar the stores are to the application proposal (i.e. proximity and 'like-for-like' tests).
- 6.41 In terms of impact on existing centres, Table 7 shows that most of the development's turnover will be drawn from outside the study area, with the following limited overall convenience retail diversions at 2023:
- 4.2% on Cheetham Hill's convenience retail provision;
 - 4.6% on Broughton's convenience retail provision; and
 - 1.0% on Mocha Parade's convenience retail provision.
- 6.42 These are low levels of impact and cannot be considered as significantly adverse, which is the test in the NPPF.
- 6.43 In terms of comparison impact, it is expected that the new floorspace will primarily divert trade from other similar out-of-centre facilities, in particular: The Manchester Fort Shopping Park, which has no policy protection. In 2010, the Manchester Retail

Study estimated that The Fort was achieving a total turnover of £91.17m (2008 prices), £89.98m (2016 prices). In 2023, it is estimated that the turnover of the Fort will have exceeded £130m. If all of the increase in turnover at Cheetham Hill Retail Park were to come from The Fort, that would equate to an impact of just 1.4% on The Fort, which we consider to be marginal.

Impact Summary

6.44 This Section and the accompanying retail tables at **Appendix 2 and 3** have demonstrated that the impact of the proposal would not be significantly adverse, in terms of:

- Impact on existing, committed and planning investment in a centre or centres in the catchment area;
- Impact on town centre vitality and viability, including consumer choice; and
- Impact on trade in the town centre and the wider area.

6.45 It has been demonstrated that the proposal will draw the majority of its trade from facilities outside the study area and that the impact on existing centres is limited.

6.46 When taking account of the health of the existing centres, it is concluded that this application proposal will not have a significant adverse impact on their health.

SEQUENTIAL APPROACH TO SITE SELECTION

6.47 In this Section we address the sequential approach as set out at paragraph 86 of the NPPF. This requires demonstration that there are no town centre or edge of centre sites available and suitable for the proposed development. Paragraph 86 of the NPPF goes on to say that when considering edge of centre and out of centre locations, preference should be given to accessible sites that are well connected to the town centre.

Sequential Approach

6.48 Chapter 7 of the NPPF (2018) looks at '*Ensuring the Vitality of Town Centres*' and is issued alongside Planning Practice Guidance.

6.49 Paragraph 85 of the NPPF sets out that planning policies should be positive and promote competitive town centres by setting out policies for management and growth. It advises planning policies should:

- Define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can

respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;

- Define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;
- Retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
- Allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;
- Where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and
- Recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

6.50 Paragraph 86 sets out the sequential approach for main town centres uses which are not in an existing centre. This sets out the town centre first approach, and then directs development to edge of centre locations and finally to out of centre locations. In terms of edge or out of centre locations consideration should be paid to those that are well connected to the town centre.

6.51 The National Planning Policy Guidance provides further guidance on how to implement the sequential approach. It outlines that the sequential approach requires a thorough assessment of the suitability, viability and availability of locations for main town centre uses. It requires clearly explained reasoning if more central opportunities to locate main town centre uses are rejected.

6.52 In terms of plan making, the PPG provides the checklist below setting out the matters that should be considered when undertaking a sequential approach:

- Has the need for main town centre uses been assessed? The assessment should consider the current situation, recent up-take of land for main town centre uses, the supply of and demand for land for main town centre uses, forecast of future need and the type of land needed for main town centre uses;
- Can the identified need for main town centre uses land be accommodated on town centre sites? When identifying sites, the suitability, availability and viability of the site should be considered, with particular regard to the nature of the need that is to be addressed
- If the additional main town centre uses required cannot be accommodated in town centre sites, what are the next sequentially preferable sites that it can be accommodated on?

6.53 Lidl consider that the key site characteristics of a development site should include:

- A site that can accommodate a store in excess of 2,500 sq. m (gross external area), to allow for provision of enhanced consumer choice based on a full product range offer;
- A site that can allow for the safe manoeuvring of customer vehicles and delivery vehicles on site;
- A prominent site with ability to attract passing trade;
- A site that is easily accessible by a choice of means of transport;
- A site that is able to offer benefits to its customers, including adjacent surface level car parking, so that customers can easily transfer goods to their vehicles;
- Provision of a dedicated service area to the rear of the store, including ability to accommodate HGVs; and
- A single storey, open and unrestricted sales floor area which benefits from a level/flat topography, or which has the ability to be developed as such.

6.54 In assessing suitability for development of this nature, it is considered necessary to then consider the PPG advice in this regard. In this regard, the PPG provides a checklist (below) which sets out the considerations that should be taken into account in determining whether a proposal complies with the sequential test. This states:

- *with due regard to the requirement to demonstrate flexibility, has the suitability of more central sites to accommodate the proposal been considered? Where the proposal would be located in an edge of centre or out of centre location, preference should be given to accessible sites that are well connected to the town centre. Any associated reasoning should be set out clearly;*
- *is there scope for flexibility in the format and/or scale of the proposal? It is not necessary to demonstrate that a potential town centre or edge of centre site can accommodate precisely the scale and form of development being proposed, but rather to consider what contribution more central sites are able to make individually to accommodate the proposal.*
- *If there are no suitable sequentially preferable locations, the sequential test is passed.*

6.55 The following section considers whether all more central opportunities have been considered/identified and thoroughly tested, having regard to their suitability, viability and availability, and having regard to the identified need/demand and timescale over which it arises, the terms are defined as:

- **Availability** – whether the sites are available now or are likely to become available in a reasonable period of time;
- **Suitability** – with due regard to the requirements to demonstrate flexibility, whether sites are suitable to accommodate the need or demand which the proposal is intended to serve/and;
- **Viability** – where there is a reasonable prospect that development will occur on the site by a particular point in time.

6.56 It is considered that adequate flexibility on issues such as format and scale has been adopted. The proposed layout of the development is already extremely efficient and there is little scope to further reduce the floor area.

6.57 Moreover, planning policy requires that the sequential test is applied to ‘applications’ and ‘proposals’ - not to some other form of proposal, or disaggregated proposal comprising separate elements. The reference to ‘suitable sites’ means suitable for the proposed development. This was an important point made by the Supreme Court recently in *Tesco Stores v. Dundee City Council* [2012] J.P.L. 1078 in the context of

similar policy in Scotland. The need to show flexibility does not mean that what has been applied for should be disregarded. Lord Reed said (my emphasis) -

*“29 It follows from the foregoing that it would be an over-simplification to say that the characteristics of the proposed development, such as its scale, are necessarily definitive for the purposes of the sequential test. That statement has to be qualified to the extent that the applicant is expected to have prepared his proposals in accordance with the recommended approach: he is, for example, expected to have had regard to the circumstances of the particular town centre, to have given consideration to the scope for accommodating the development in a different form, and to have thoroughly assessed sequentially preferable locations on that footing. Provided the applicant has done so, however, the question remains, as Lord Glennie observed in *Lidl UK GmbH v Scottish Ministers* [2006] CSOH 165 at [14], whether an alternative site is suitable for the proposed development, not whether the proposed development can be altered or reduced so that it can be made to fit an alternative site.”*

- 6.58 In a recent call-in decision by the Secretary of State (APP/G2815/V/12/2190175, 11th June 2014), which allowed an out-of-centre retail development at Rushden Waters in Northamptonshire, the Inspector commented at paragraph 8.44 of his Report that ‘*the policy concerning the sequential approach as set out in the NPPF ... must be applied in a manner which complies with the legally binding case law on the meaning of the sequential approach*’ and that ‘*plainly the case in question (Dundee) is of seminal importance*’. The Inspector concluded at paragraph 8.45 of his Report that:

“ ... it establishes (a) that if a site is not suitable for the commercial requirements of the developer in question then it is not a suitable site for the purposes of the sequential approach; and (b) that in terms of the size of the alternative site, provided that the Applicant has demonstrated flexibility with regards to format and scale, the question is whether the alternative site is suitable for the proposed development, not whether the proposed development could be altered or reduced so that it can be made to fit the alternative site.

6.59 It was clear from Peacock and Smith's site visit that as a whole, the existing food retail stores within the catchment area of the proposed development are trading well.

6.60 Paragraph 87 of the NPPF indicates that Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale when addressing the sequential approach, and therefore we have considered this issue. In terms of the scale and form of development needed, a retail unit (or units) totalling 1,573 sq. m net. of floorspace will be required.

Alternative Sites

6.61 A review of potential sites has been undertaken whilst on site visits to neighbouring centres, along with discussions with planning officers in the pre-application discussions. There have been very few sites identified. Notwithstanding, the following centre and sites have been identified and considered as part of the application:

- Cheetham Hill District Centre;
- Mocha Parade;
- Leicester Road District Centre; and
- Broughton Village

6.62 Each is considered in turn below.

Cheetham Hill District Centre

6.63 Cheetham Hill District Centre is a local centre located approximately 500m to the north of the application site. It is a predominately linear settlement based around Bury New Road. The centre's retail provision is dominated by a new Tesco store and associated retail development which was approved in 2004. This centre is called the Cheetham Hill Shopping Centre and is of modern construction. A health check of the centre has been undertaken and forms **Appendix 1**.

6.64 During pre-application discussions, officers outlined a potential site which could be formed by the agglomeration of three adjacent vacant retail units. These units were Units 16, 17 and 18 Cheetham Hill Shopping Centre, 40 Bury Old Road, Cheetham

Hill. Consideration has also been paid to any potential redevelopment sites within the centre itself, although no other sites were identified from our site visits. No other sites have been referred to us by either planning officers, Council members during pre-application discussions, nor indeed by any members of the public during the public consultation exercise.

- 6.65 Units 16, 17 and 18 Cheetham Hill Shopping Centre have previously been subject to a planning application in 2015. The application by Cheetham Village Investments proposed a change of Use Class A3 of part of the mezzanine floor in Unit 16, extension to the mezzanine floor in units 17 and 18 for Use Class A1 from that originally approved, and amended shopfront for units 17 and 18. The planning permission also sought minor amendments to the external elevations of the building, such as the removal of additional doors. The purpose of these amendments was to allow the opening of an Asian Bazaar in units 16, 17 and 18.
- 6.66 The planning application was approved planning permission dated 13th May 2015. The application was afforded LPA Ref: 108498/FO/2015. However, the permission does not appear to have been implemented, and the units appear to have been re-let for alternative uses. A photograph of the current units is contained within the Sequential Site Pro Forma which forms **Appendix 5** of this Statement.
- 6.67 In terms of suitability, it is considered that the units would be an irregular shape. It would be located within a shopping centre and would have limited access from the site to car parking, which would be located on the Tesco car park. Due to the competitive nature of some elements of the development, namely food retail, there may be issues with regards to the availability of trolley storage for the potential operators. It is considered that the unit dimensions would not be acceptable to the potential operators, and would be unsuitable in commercial and practical terms. It is not considered that the site is a suitable sequential site.
- 6.68 In terms of availability, Units 16 and 17 have been re-let since the planning permission, with no visible signs offering the availability of the site. Unit 18 remains vacant and is being marketed by Roger Hannah and Co. However, in isolation with a unit of only 247sq m, this would not be able to accommodate any individual element of the proposed development, let alone the development for which permission is sought. It is considered that the site is not available for the proposed development.

- 6.69 In terms of viability, as mentioned about, the site is of irregular shape, and is not considered will meet the commercial requirements of the operators. Accordingly, the units would not be commercially viable for the proposed operators.
- 6.70 It accordance with the NPPF, a site should be considered to be suitable, viable and available for development. Should it fail in any single regard, then the site should not be considered to be sequentially preferable location for development. It is not considered that the site is a not suitable, not viable and not available. Accordingly, it is not a sequentially preferable site in retail policy terms.

Mocha Parade

- 6.71 Mocha Parade is an identified district centre located approximately 2 km to the south west of the application site. The site falls within Salford City Council jurisdiction. Mocha Parade itself is a tired district centre located within the Lower Broughton area. Lower Broughton has been subject to significant redevelopment via a partnership between Salford City Council and Countryside Properties. Mocha Parade is located within the redevelopment proposals, although the retail element has lagged behind the wider regeneration for which a significant number of new properties how now been constructed and occupied.
- 6.72 At the time of the site surveys, Mocha Parade was a partially demolished centre which has since been accelerated. Redevelopment proposals have been previously approved by Salford City Council under LPA ref 12/62582/EIAHYB. This was a hybrid planning application seeking full permission for the demolition of 41 Great Clowes Street and Mocha Parade, and the erection of 189 dwellings, along with outline permission (all matters excluding access) for the redevelopment of Mocha Parade Neighbourhood Centre (Use Classes A1 to A5 and D1) for upto 4,500sq m gross retail floorspace with 225 car parking spaces.
- 6.73 Planning permission for the site was granted dated 17th November 2012, with Condition 2 requiring the submission of a Reserved Matters application (to cover the points in Condition 3 of the Decision) to be submitted within 5 years of that date – i.e. 17th November 2017. The LPA online system does not show that such a Reserved Matters application has been submitted, and the permission may therefore have expired.

- 6.74 Notwithstanding, Salford City Council announced in a Press Release of 7th February 2018 (Ref 18-8539) that:

“A shopping precinct in Lower Broughton is set to be upgraded. New shops, a GPs surgery and a major supermarket are in the draft plans for a transformation of Mocha Parade.

After months of negotiations, a major supermarket has now entered into a period of exclusivity with the council. This gives them time to draw up final plans before submitting them to the council for approval. (Our emphasis)

Discussions to provide a new GP led health clinic are continuing with the NHS. Existing traders are currently being consulted on opportunities to take a new unit on the redeveloped centre.

The plans continue the regeneration of Lower Broughton which has seen over 1,000 new family homes built along with a new school and public park.

Councillor John Merry, Deputy City Mayor at Salford City Council, said: “Mocha Parade has huge potential as a local shopping centre but everyone agrees it needs investment. It is great news that these plans are moving ahead to bring about the much needed transformation.

“The regeneration will be welcomed by both traders and the local community and I’d like to thank them for their patience while we work hard behind the scenes to make it happen.

“We’ll announce details as soon as contracts are signed and we are legally able to do so. Our overall aim for Lower Broughton is to enhance the area with more jobs, high quality education, improved shopping facilities and better transport links.”

- 6.75 It can be seen therefore that although it appears that planning permission may have lapsed, the intention remains to redevelop the site for a redeveloped district centre. Local Press reports in the Salford Star (<http://www.salfordstar.com/article.asp?id=4503>) indicate that development is forthcoming albeit on a slightly slower scale. Notably, the Salford Star also suggests that the national retailer which has entered into exclusivity is indeed Lidl – proposed operators of the application site.

- 6.76 **Suitability** – The site is part of a wider regeneration site which has been redeveloped over a period of almost 15 years. It remains the identified district centre, although it is tired and performing poorly currently as set out in the Health Checks in **Appendix 1**. However, the site is a redevelopment site which appears to be coming forward slowly with redevelopment proposals coming forward slowly.

- 6.77 The site is considered to be suitable to accommodate retail development including a foodstore of the kind proposed as part of this application. However, it is considered

that the foodstore at Mocha Parade would not cater to the same market as the proposed development. The store is a distance away from the proposed development, and would cater to a different market – including the dense population around Lower Broughton and including residential areas on the fringe of Manchester City Centre along Chapel Street etc. along with the student population at Salford University. As set out in Section 3 above, Lidl cater to a neighbourhood with a tighter population catchment. Lidl consider that Mocha Parade is a different market to the proposed development at Cheetham Hill, and are prepared to deliver both stores as demonstrated by their commitment to both sites by entering exclusivity agreement at Mocha Parade and promoting this application.

- 6.78 The development is not a suitable alternative as it serves a different retail market.
- 6.79 **Viability** – Mocha Parade is a complicated redevelopment opportunity. It requires a comprehensive redevelopment which delivers a comprehensive new district centre. It is noted from the previous application that the site is a complicated site, with various technical issues, such as flood risk. It is considered that the site viability is complicated, but is likely to be demonstrated as part of a detailed planning permission.
- 6.80 **Availability** – Mocha Parade is an emerging retail development opportunity. However, the LPA have now entered into an exclusivity arrangement and the site is no longer available.

Other Centres – Leicester Road and Broughton Village

- 6.81 Health checks of Leicester Road and Broughton Village are set out in the **Appendix 1** of this statement. However, there were no sites which have been highlighted during pre-application discussions with council officers, members nor during the public consultation exercise. Detailed site visits have been undertaken which highlight that there are neither any sites which could accommodate a retail redevelopment to accommodate the development, nor any significant vacant units which could accommodate the proposed development.
- 6.82 There are no sequentially preferable sites within either Leicester Road or Broughton Village district centres.

Sequential Assessment Key Summary

6.83 A full and thorough sequential assessment has been undertaken taking into account the comments of planning officers, council members and local public during consultation exercise. Two sites have been identified as being suitable for further investigation – Units 16, 17 and 18 at Cheetham Hill Shopping Centre and Mocha Parade.

6.84 Full consideration have been given to both sites, and it has been demonstrated that there are no sites which are suitable, viable and available in accordance with the NPPF advice.

Retail Policy Key Summary

6.85 The NPPF requires retail development to consider the issues of impact and the sequential approach to site selection where sites in existing defined centres are considered before those in edge of centre locations and only then out of centre locations.

6.86 In considering Impact, this Section and the accompanying retail tables at **Appendix 2 and 3** have demonstrated that the impact of the proposal would not be significantly adverse, in terms of:

- Impact on existing, committed and planning investment in a centre or centres in the catchment area;
- Impact on town centre vitality and viability, including consumer choice; and
- Impact on trade in the town centre and the wider area.

6.87 It has been demonstrated that the proposal will draw the majority of its trade from facilities outside the study area and that the impact on existing centres is limited. When taking account of the health of the existing centres, it is concluded that this application proposal will not have a significant adverse impact on their health.

6.88 In considering the Sequential Approach to Site Selection, this Section have demonstrated that A full and thorough sequential assessment has been undertaken taking into account the comments of planning officers, council members and local public during consultation exercise. Two sites have been identified as being suitable

for further investigation – Units 16, 17 and 18 at Cheetham Hill Shopping Centre and Mocha Parade.

6.89 Full consideration have been given to both sites, and it has been demonstrated that there are no sites with are suitable, viable and available in accordance with the NPPF advice.

6.90 In conclusion, it is considered that the proposed development full accords with national and local planning policy in retail planning terms.

7. BENEFITS OF THE PROPOSED DEVELOPMENT

7.01 The proposed development will deliver a range of benefits which are required to be considered in the determination of the planning application.

7.02 The proposed Lidl store would provide a modern, high quality facility at an appropriate scale to meet retail needs, located in a highly sustainable location which will benefit from linked multi-purpose trips.

7.03 The additional benefits package is as follows:

- Create a series of new employment opportunities
- The design of the building will freshen the tired appearance on a key gateway into Manchester City Centre;
- Deliver two new retail fascias to the retail park
- Attracts pass by trade from the surrounding highway network to support the local economy by inflow expenditure; and
- Compliments the wider area.

7.04 These factors comprise significant material considerations and must be taken into account in determining the application.

8. SUMMARY AND CONCLUSION

8.01 This application proposes the reconfiguration of the existing retail units at the Cheetham Hill Retail Park. The units will be reconfigured in order to provide a new mezzanine floor space and to provide a new food store at the site.

8.02 This statement supports two planning applications. The first seeks full planning permission to reconfigure units 1 and 2 in order to create 3 individual units as well as the erection of a mezzanine floor to provide further floor space.

8.03 The second application seeks to vary condition 5 of planning permission 077128/FO/2005/N1 to allow for the sale of food, drink and confectionary goods at Unit 2 of the site.

8.04 The proposal will allow for more modern facilities to be occupied by a series of national multiple retailers, including Lidl and Sports Direct. The development will not affect the operators of units 3 and 4, B&M Bargains and Currys PC World, apart from improving the exterior appearance of the units, it will however deliver more appropriate units in terms of size for USC and Matalan.

8.05 Section 4 of this Statement outlines that the key issues

- The principle of development and accordance with the development plan;
- NPPF retail considerations including Impact and Sequential Approach to Site Selection;
- Sequential sites;
- Other material considerations include:
 - Highways;
 - Drainage; and
 - Design.

8.06 Section 5 of the Statement considers all aspects except retail policy which is considered in Section 6. Section 5 concludes that the site is allocated for retail uses and therefore the principle of retail development of the site accords with the Development Plan. A series of technical reports have been submitted in support of the application to demonstrate whether the development would have a detrimental impact.

- 8.07 The Transport Assessment outlines that the development of the site would not lead to any significant adverse impacts, and therefore planning permission should be approved. The Drainage Statement outlines that the development would be acceptable.
- 8.08 Therefore, it is considered that the proposed development accords with the Development Plan and with other material considerations including National Planning Policy.
- 8.09 Section 6 outlines that the key retail policy tests are the impact assessment and the sequential approach to site selection. A detailed impact assessment has been undertaken which demonstrates that the proposal will draw the majority of its trade from facilities outside the study area and the impact on existing centres is limited. When taking account of the health of existing centres, it is concludes that the application will not have a significant adverse impact on their health.
- 8.10 In sequential terms, full consideration has been given to all centres within the study area. Two sites have been identified as having potential to be considered sequentially preferable, but further investigation has highlighted that these are no suitable, viable and available and therefore they are not sequentially preferable in NPPF terms. In conclusion, the application fully complies with retail policies contained within the NPPF.
- 8.11 In conclusion, it is considered that the proposal satisfies fully accord with local and national planning policy, whilst delivering a number of positive benefits which should be given weight in the determination of the planning application. It is therefore considered that the application should be approved without delay.

APPENDIX 1

TOWN CENTRE HEALTH CHECKS

HEALTH CHECK OF CHEETHAM HILL DISTRICT CENTRE

Introduction

1.01 The purpose of this appendix is to assess the strength of the defined town centre in accordance with recognised indicators of vitality and viability. These include;

- **The amount, type and number of retail, leisure and office units and floorspace in Cheetham Hill District Centre;**
- **Shopping rents: pattern of movement in Zone A rents within primary shopping areas** (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window);
- **Proportion of vacant street level property and the length of time properties have been vacant:** vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators;
- **Commercial yields on non-domestic property** (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care;
- **Pedestrian flows (footfall):** a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the centre at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities;
- **Accessibility:** ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- **Customer and residents' views and behaviour:** regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre

improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips;

- **Perception of safety and occurrence of crime:** should include views and information on safety and security, including from the threat of terrorism, and where appropriate, information for monitoring the evening and night-time economy; and
- **State of the town centre environmental quality:** should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors.

1.02 This section subsequently assesses the vitality and viability of Cheetham Hill District Centre, and draws on the following sources:

- The Manchester Core Strategy (2012);
- The Salford Unitary Development Plan (2006);
- Experian Goad Report (2017); and
- Site visit undertaken by Peacock and Smith in August 2018.

1.03 Cheetham Hill is located within the Manchester Local Authority boundary and lies towards the north of the City Centre. It is defined as a district centre as part of the Manchester Core Strategy (2012).

Amount, Type and Location of Retail Floor space in Cheetham Hill District Centre

1.04 There are 90 retail units in the Cheetham Hill District Centre (as determined by Peacock and Smith's site visit in August 2018).

1.05 The extent of the district centre is defined on the Core Strategy proposals map, the centre includes Cheetham Hill Road, Humphrey Street and Crescent Road.

1.06 Table 1 below summarises the composition of Cheetham Hill District Centre.

Table 1: Composition of Cheetham Hill District Centre:

Sector	No. of Units	% of Units	% National Average (2017)
Convenience	39	43.33%	8.95%
Comparison	18	20.00%	30.75%
Retail Services	10	11.11%	14.53%
Leisure Services	15	16.66%	24.02%
Financial Services	5	5.55%	10.27%
Vacant	3	3.33%	11.21%
Total	90	100%	100%

- 1.07 The proportion of convenience units (43.33%) in the centre significantly exceeds the national average (8.95%). A Tesco food store is the main supermarket in the town, followed by Iceland. The remaining convenience stores in the centre are made up of retailers such as fast food takeaways, independent small-scale food stores and wholesale food markets.
- 1.08 The proportion of units across the retail, leisure and financial sectors are marginally less than the national averages, however the centre benefits from a wide range of hair dressers, solicitors, bookmakers and banks including Natwest and Halifax.
- 1.09 The number of comparison units (20.00%) is marginally lower than the national average (30.75%). The centre is fairly limited in comparison units with clothes shops and charity shops dominating the comparison market in the centre.
- 1.10 Table 2 below summarises the comparison in the centre.

Table 2: Composition of Comparison Goods:

Goods Type	Number of units	% of total units	National average (%)
Art & Art Dealers	0	0%	0.63%
Booksellers	0	0%	0.49%
Charity Shops and Second-hand Goods	5	5.55%	3.00%
Chemists and Toiletries	0	0%	2.14%
Clothing and Jewellery	4	4.44%	8.06%
Crafts, Gifts, China & Glass	0	0%	1.63%
Cycles, Sports Goods & Accessories	0	0%	0.92%

Department Stores & Catalogue Showrooms	0	0%	0.54%
DIY, Carpets, Home Improvement & Hardware	2	2.22%	2.60%
Electrical Goods	1	1.11%	1.21%
Florists	0	0%	0.65%
Footwear and Repairs	0	0%	0.97%
Furniture	2	2.22%	0.82%
Greetings Cards	0	0%	0.70%
Newsagents, Stationers & Office supplies	0	0%	0.95%
Other comparison	0	0%	0.83%
Telephones	3	3.33%	1.37%
Textiles & Soft furnishings	0	0%	0.64%
Toys, Games & Hobbies	1	1.11%	0.77%
Vehicle & Motorbike sales and accessories	0	0%	0.40%
Total	18	20.00%	30.75%

1.11 In comparison to the national average, Cheetham Hill District Centre is over represented in the following sectors; charity stores and second-hand goods, furniture, mobile phones and toys, games and hobbies.

1.12 The centre is under represented in other comparison goods such as florists, footwear, newsagents and chemists.

Shopping Rents

1.13 At the time of producing this report, no such data was available.

Vacancies

1.14 There are currently three vacant unit in the District Centre (3.33%) which is significantly lower than the national average (11.21%). At the time of Peacock and Smiths site visit there were also a number of units that weren't trading however they were not advertised as vacant.

Pedestrian Flows

1.15 Cheetham Hill District Centre was reasonably busy during Peacock and Smiths site visit in 2018. Despite poor weather the centre had a strong footfall especially

throughout Cheetham Hill Road. The Tesco food store was also particularly busy during this time with visitors appearing to make multiple trips between the food store and the high street.

Accessibility

- 1.16 The centre can be accessed by Bury New Road from the north and Cheetham Hill Road from the south. The A576 to the north provides access to the M60, towards Stockport and Bury.
- 1.17 Car parking at the centre is limited. There is a large car park adjacent to the Tesco food store for customer use, however apart from this parking is on street only and requires a ticket.
- 1.18 The centre is well signposted for cars and is also easily accessible by bus. Six different bus routes serve the area with access to Bury and Middleton as well as into Manchester City Centre.

Customer Views and Behaviour

- 1.19 No information relating to customer views and behaviour was available at the time of writing this report.

Perception of Safety

- 1.20 During Peacock and Smiths site visit the centre was busy and therefore didn't appear unsafe due to the number of people on the high street, however certain side streets along Cheetham Hill Road appeared isolated and run down.

Environmental Quality

- 1.21 Cheetham Hill Road was fairly congested during Peacock and Smiths site visit, with cars queueing consistently at traffic lights, maximising noise and air pollution. There was a reasonable amount of graffiti and litter on the side roads and alley ways which branch off from the main high street. The quality of shop fronts varies throughout the centre with some units being very poor quality.

Conclusion

- 1.22 Cheetham Hill District Centre has a good range of convenience, comparison and service goods, with a very small vacancy rate. The centre is supported by a large Tesco food store as well as medium sized Iceland food store, which were both busy on the day of Peacock and Smiths site visit. There are small parts of the centre which are currently run down and felt unsafe, however the high street was busy and the shops appeared to be performing well.

HEALTH CHECK OF BROUGHTON VILLAGE

- 1.23 This section subsequently assesses the vitality and viability of Broughton Village.
- 1.24 Broughton Village is located within the Salford Local Authority boundary and lies towards the north of the city centre. It is defined as a local centre as part of the Salford Unitary Development Plan (2006).

Amount, Type and Location of Retail Floor space in Broughton Village

- 1.25 There are 27 retail units in the Broughton Village Local Centre (as determined by Peacock and Smith's site visit in August 2018).
- 1.26 The extent of the district centre is defined on the Unitary Development Plan proposals map, the centre is made up of Great Cheetham Street East.
- 1.27 Table 3 below summarises the composition of Broughton Village Local Centre.

Table 3: Summarises the composition of Broughton Village Local Centre:

Sector	No. of Units	% of Units	% National Average (2017)
Convenience	15	55.55%	8.71%
Comparison	5	18.51%	31.21%
Retail Service	4	14.81%	14.53%
Leisure Service	2	7.40%	24.02%
Financial and Business Service	0	0%	10.27%
Vacant	1	3.70%	11.21%
Total	27	100%	100%

- 1.28 Similarly, to the Cheetham Hill District Centre, the number of convenience retailers in Broughton Village (55.5%) is significantly higher than the national average (8.71%). The convenience retailers in the local centre consist of bakeries, a market, grocery stores, with ASDA food store being the biggest retailer.
- 1.29 The number of comparison retailers (18.51%) in the local centre is almost half of the national average (31.32%).
- 1.30 Table 4 below summarises the comparison goods sector.

Table 4: Composition of Comparison Goods:

Goods Type	Number of units	% of total units	National average (%)
Art & Art Dealers	0	0%	0.63%
Booksellers	0	0%	0.49%
Charity Shops and Secondhand Goods	0	0%	3.00%
Chemists and Toiletries	1	3.70%	2.14%
Clothing and Jewellery	0	0%	8.06%
Crafts, Gifts, China & Glass	0	0%	1.63%
Cycles, Sports Goods & Accessories	0	0%	0.92%
Department Stores & Catalogue Showrooms	0	0%	0.54%
DIY, Carpets, Home Improvement & Hardware	0	0%	2.60%
Electrical Goods	0	0%	1.21%
Florists	0	0%	0.65%
Footwear and Repairs	0	0%	0.97%
Furniture	1	3.70%	0.82%
Greetings Cards	0	0%	0.70%
Newsagents, Stationers & Office supplies	0	0%	0.95%
Other comparison	2	7.41%	0.83%
Telephones	1	3.70%	1.37%
Textiles & Soft furnishings	0	0%	0.64%
Toys, Games & Hobbies	0	0%	0.77%
Vehicle & Motorbike sales and accessories	0	0%	0.40%
Total	5	18.51%	30.75%

- 1.31 In comparison to the national average, Broughton Village is over represented in the furniture, telephones and toiletries sector, however largely underrepresented in all other goods.

Shopping Rents

- 1.32 At the time of producing this report, no such data was available.

Vacancies

- 1.33 At the time of Peacock and Smiths site visit there was one vacant unit in Broughton Village, towards the lower end of the district centre. The proportion of this vacant unit (3.70%) in comparison to the national average (11.17%) is significantly lower.

Pedestrian Flow

- 1.34 At the time of Peacock and Smiths site visit the district centre was quiet. Most activity was centred round the ASDA food store where the car park was at maximum capacity. Footfall along Great Cheetham Street East was low and the majority of retail units appeared to be at low capacity.

Accessibility

- 1.35 The site is accessible from Great Cheetham Street East, from there the site can be accessed by both Bury New Road and Cheetham Hill Road, both of which lead south into the city centre.
- 1.36 Parking at the centre is concentrated near the ASDA food store, in addition there is a limited amount of on street parking.
- 1.37 The centre is easily accessible by bus, with bus route 52 providing access to Failsworth, Eccles, Cheetham Hill and Trafford.

Customer Views and Behaviour

- 1.38 No information relating to customer views and behaviour was available at the time of writing this report.

Perception of Safety

- 1.39 During the site visit the centre was quiet and felt in areas fairly isolated. However, at the higher end of the centre towards the ASDA food store, there was more activity and the centre felt safer.

Environmental Quality

- 1.40 Areas of the centre are run down and have been subject to graffiti. On the day of the site visit the traffic was quiet and moved quickly through the centre, with minimal noise or air pollution. There was a reasonable amount of litter throughout the centre especially towards the lower end of Great Cheetham Street East.

Conclusion

- 1.41 Although Broughton Village is a fairly small district centre it has a good range of comparison, convenience and service units. The centre is anchored by a medium sized ASDA food store, which on the day of the site visit was busy with the car park at maximum capacity. The centre is performing reasonably well and is supported by the food store.

HEALTH CHECK OF MOCHA PARADE

- 1.42 This section subsequently assesses the vitality and viability of the Mocha Parade neighbourhood centre.
- 1.43 Mocha Parade is located within the Salford Local Authority boundary and lies towards the north of the city centre. It is defined as a neighbourhood centre as part of the Salford Unitary Development Plan (2006).
- 1.44 There are 9 retail units in the Mocha Parade Centre (as determined by Peacock and Smith's site visit in August 2018).
- 1.45 The extent of the centre is defined on the Unitary Development Plan proposals map, the centre is made up of Sussex Street and Lower Broughton Road.
- 1.46 Table 5 below summarises the composition of the Mocha Parade Neighbourhood Centre.

Table 5: Composition of Mocha Parade Neighbourhood Centre:

Sector	No. of Units	% of Units	% National Average
Convenience	3	33.33%	8.71%
Comparison	0	0	31.21%
Retail Service	1	11.11%	14.53%
Leisure Service	2	22.22%	24.02%
Financial and Business Service	3	33.33%	10.27%
Vacant	0	0	11.17%
Total	9	100%	100%

- 1.47 The proportion of convenience goods (33.33%) is significantly higher than the national average (8.71%). This proportion is made up of Heron Foods as well as a take away sandwich shop.
- 1.48 There are no comparison goods at the neighbourhood centre.
- 1.49 Services at the centre consist of a medical centre as well as a taxi depot.

Shopping Rents

- 1.50 At the time of producing this report, no such data was available.

Vacancies

- 1.51 Although during the time of Peacock and Smiths visit there weren't any formal vacant units, a large proportion of units were closed and had ceased trading. The neighbourhood centre is small and the closed units were dispersed amongst those still open.

Pedestrian Flow

- 1.52 At the time of Peacock and Smiths site visit the centre was very quiet. The car park adjacent to the centre was less than half full, however it is assumed that because of the close proximity of residential dwellings, most visitors would travel on foot.

Accessibility

- 1.53 The centre is accessible from the north and south via the A5066. There is a one-way access road which runs around the perimeter of the site.
- 1.54 A large car park is situated adjacent to the units and is free to use, encouraging visitors from outside the area to visit the centre.
- 1.55 There are two bus stops located opposite to the entrance of the site, providing access to Shudehill Bus Interchange, Swinton and Bury.

Customer Views

- 1.56 No information relating to customer views and behaviour was available at the time of writing this report.

Perception of Safety

- 1.57 On the day of Peacock and Smiths site visit, the centre was very quiet and felt isolated. Although the traffic was consistent along the A5066, the centre felt deserted and was not a comfortable place to visit.

Environmental Quality

- 1.58 The shop fronts and pavements at the Mocha Parade are not well maintained. The rear of each unit was also run down and there was a large amount of litter and graffiti, along with broken bottles along the pavements. There is no public seating in the centre and the buildings are dated in comparison to the new build flats in the surrounding residential area.

Conclusion

- 1.59 The Mocha Parade has a limited number of retail units. Services at the site consist of a medical centre and a pharmacy, however both of which appeared relatively quiet on the day of the site visit. The centre is very run down and the buildings and public space is of poor quality. The centre is not performing well, however Salford City Council have confirmed the centre is due to be redeveloped.

HEALTH CHECK OF LEICESTER ROAD

- 1.60 This section subsequently assesses the vitality and viability of Leicester Road.
- 1.61 Leicester Road is located within the Salford Local Authority boundary and lies towards the north of the city centre. It is defined as a local centre as part of the Salford Unitary Development Plan (2006).
- 1.62 There are 28 retail units in the Leicester Road Local Centre (as determined by Peacock and Smith's site visit in August 2018).
- 1.63 The extent of the centre is defined on the Unitary Development Plan proposals map, the centre is made of Leicester Road.
- 1.64 Table 6 below summarises the composition of Leicester Road Local Centre.

Table 6: Composition of Leicester Road Local Centre:

Sector	No. of Units	% of Units	% National Average
Convenience	8	28.57%	8.71%
Comparison	13	46.42%	31.21%
Retail Service	3	10.71%	14.53%
Leisure Service	0	0%	24.02%
Financial and Business Service	3	10.71%	10.27%
Vacant	1	3.57%	11.21%
Total	28	100%	100%

- 1.65 The proportion of convenience units in the centre (28.57%) is significantly higher than the national average (8.71%). The eight units includes two grocery stores as well as a butchers' and a bakery.
- 1.66 The proportion of comparison goods in the centre (46.42%) is marginally higher than the national average (31.31%).
- 1.67 Table 7 below summarises the comparison goods sector.

Table 7: Composition of Comparison Goods:

Goods Type	Number of units	% of total units	National average (%)
Art & Art Dealers	0	0%	0.63%
Booksellers	0	0%	0.49%
Charity Shops and Second-hand Goods	0	0%	3.00%
Chemists and Toiletries	0	0%	2.14%
Clothing and Jewellery	7	25%	8.06%
Crafts, Gifts, China & Glass	1	3.57%	1.63%
Cycles, Sports Goods & Accessories	0	0%	0.92%
Department Stores & Catalogue Showrooms	0	0%	0.54%
DIY, Carpets, Home Improvement & Hardware	1	3.57%	2.60%
Electrical Goods	2	7.14%	1.21%
Florists	0	0%	0.65%
Footwear and Repairs	0	0%	0.97%
Furniture	0	0%	0.82%
Greetings Cards	0	0%	0.70%
Newsagents, Stationers & Office supplies	1	3.57%	0.95%
Other comparison	0	0%	0.83%
Telephones	1	3.57%	1.37%
Textiles & Soft furnishings	0	0%	0.64%
Toys, Games & Hobbies	0	0%	0.77%
Vehicle & Motorbike sales and accessories	0	0%	0.40%
Total	13	46.42%	30.75%

1.68 The centre is well represented in the clothing and jewellery sector, with the proportion of units (25%) significantly higher than the national average (8.06%). Following this, the second biggest market in the centre is electrical goods.

1.69 The centre is under represented in good types such as charity shops, furniture and florists.

Shopping Rents

1.70 At the time of producing this report, no such data was available.

Vacancies

1.71 There is currently one vacant unit that is advertised as vacant in the centre (3.57%) which is significantly lower than the national average (11.21%). At the time of

Peacock and Smiths site visit there were several units which did not appear to be trading however they were not advertised as vacant.

Pedestrian Flow

- 1.72 At the time of Peacock and Smiths site visit the centre was quiet. There were only a number of people along Leicester Road with most activity centred to the north of the road towards a wholesaler.

Accessibility

- 1.73 The centre is contained within Leicester Road and therefore can be accessed from Manchester City Centre to the south or from areas such as Prestwich to the north.
- 1.74 Parking in the district centre is on street only and requires a ticket, spaces are situated either side of Leicester Road, apart from this other available parking spaces can be found along the residential side streets which stem from Leicester Road.
- 1.75 There are several bus stops along Leicester Road, with bus route 52 providing access to Cheetham Hill, Failsworth, Eccles and the Trafford Centre.

Customer Views

- 1.76 No information relating to customer views and behaviour was available at the time of writing this report.

Perception of Safety

- 1.77 On the day of the site visit despite being quiet, the centre felt safe. It is a large open area with consistent traffic and good quality shop fronts. The centre felt welcoming.

Environmental Quality

- 1.78 The district centre was clean and tidy on the day of Peacock and Smiths site visit. Most of the centre is modern in appearance and of fairly good quality. Pavements and walk ways are well maintained and there was minimal graffiti or litter.

Conclusion

- 1.79 Overall the Leicester Road District Centre has a good range of quality comparison and convenience goods. Although it was quiet on the day of Peacock and Smiths site

visit it appears as if the centre is viable and performing well, with a clean and well maintained high street and low vacancy rate.

APPENDIX 2

CONVENIENCE RETAIL ASSESSMENT

Table 1: Population

	Postcode Sectors	2018	2023
Zone 1	M8/0, M8/5, M8/9	20,416	21,069
Zone 2	M3/1, M4/4, M8/8	9,926	10,646
Zone 3	M7/1, M7/2	10,880	11,457
Zone 4	M7/4, M8/4, M25/0	30,389	31,520
Total		71,611	74,692

Source: Experian Retail Planner Report, Sep. 2018

Table 2: Convenience Goods Expenditure per person

		2018	2023
	Deduction for 'SFT' (see note 2)	SFT @ 3.6%	SFT @ 4.2%
Zone 1	M8/0, M8/5, M8/9	£1,438	£1,429
Zone 2	M3/1, M4/4, M8/8	£1,992	£1,979
Zone 3	M7/1, M7/2	£1,754	£1,743
Zone 4	M7/4, M8/4, M25/0	£1,686	£1,676

Source: Experian Retail Planner Report, Sep. 2018

Notes

1. 2016 prices
2. SFT = special forms of trading, i.e. non-store sales, rates quoted from Experian Retail Planner Briefing Note Dec. 2017 Figure 5
3. Growth in spending per head assumed to be 0.0% pa, source: Experian Retail Planner Briefing Note 15, Dec. 2017 Figure 2

Table 3: Total Convenience Goods Expenditure (£m)

		2018	2023
Zone 1	M8/0, M8/5, M8/9	£29.36	£30.11
Zone 2	M3/1, M4/4, M8/8	£19.77	£21.07
Zone 3	M7/1, M7/2	£19.08	£19.96
Zone 4	M7/4, M8/4, M25/0	£51.24	£52.81
Total		£119.45	£123.96

Notes

1. Table 3 = Table 1 x Table 2

Table 4: Existing Convenience Retail Provision in Catchment Area

	Net Floorspace (sq. m)	Net Convenience Floorspace (sq. m)	Company Average Turnover (£/sq. m)	Benchmark Turnover at 2018 (£m)	% of Turnover drawn from Study Area
Cheetham Hill District Centre					
Tesco	4476	3133	£12,209	£38.25	90%
Iceland	582	582	£7,500	£4.37	90%
Local Shops	2023	2023	£3,500	£7.08	100%
Broughton Village Local Centre					
Asda		410	£14,641	£6.00	100%
Local Shops	700	700	£3,500	£2.45	100%
Leicester Road Local Centre					
Local Shops	400	400	£3,500	£1.40	100%
Mocha Parade Local Centre					
Heron Foods	1283	1283	£5,000	£6.42	100%
Local Shops	100	100	£3,500	£0.35	100%
Out of Centre					
Marks and Spencer, The Fort	906	815	£11,625	£9.48	50%
Total				£75.79	

Notes

1. Other= small independent retailers, assumed to be 50 sq. m each
2. Floorspace figures for individual stores from Manchester CC Cheetham Hill Retail Study, GVA Grimley 2009
3. Benchmark turnover obtained from formerley Verdict projected forward to 2018 & 2023 using growth in expenditure derived from Experian Retail Planner Briefing Note 15 (Dec 17)

Benchmark Turnover drawn from Study Area (£m)
£34.43
£3.93
£7.08
£6.00
£2.45
£1.40
£6.42
£0.35
£4.74
£66.79

Table 5a: Turnover of Proposed Lidl at 2018

Proposed Store	Convenience	Comparison	Total
Proposed Sales Area (net)			1,153
Company Average split	80%	20%	100%
Proposed Floorspace (by goods)	923	231	1,153
Company Average Sales Density (£ per sq m)	£7,760	£7,760	-
Total Turnover (£m)	£7.16	£1.79	£8.95
% of turnover derived from study area	90%		
Turnover derived from study area (£m)	£6.44	£1.61	£8.05

Table 5b: Turnover of Proposed Lidl at 2023

Proposed Store	Convenience	Comparison	Total
Proposed Sales Area (net)			1,153
Company Average split	80%	20%	100%
Proposed Floorspace (by goods)	923	231	1,153
Company Average Sales Density (£ per sq m)	£7,760	£8,952	-
Total Turnover (£m)	£7.16	£2.06	£9.22
% of turnover derived from study area	90%		
Turnover derived from study area (£m)	£6.44	£1.86	£8.30

Table 6: Capacity Assessment

	2018	2023
Total Available	£119.45	£123.96
Total Benchmark	£66.79	£70.20
Capacity	£52.66	£53.77
Proposed Lidl	£6.44	£6.44
Residual Capacity	£46.21	£47.32

Table 7: Impact Assessment at 2023

	Benchmark Turnover (£m)	% of new Lidl's trade drawn from store	Impact in £m	Residual Turnover	Impact (%)
Cheetham Hill District Centre					
Tesco	£38.25	30%	£1.93	£36.32	5.1%
Iceland	£4.37	1.5%	£0.10	£4.27	2.2%
Local Shops	£7.08	1.0%	£0.06	£7.02	0.9%
<i>Total</i>	<i>£49.70</i>		<i>£2.09</i>	<i>£47.60</i>	<i>4.2%</i>
Broughton Village Local Centre					
Asda	£6.00	5%	£0.32	£5.68	5.4%
Local Shops	£2.45	1.0%	£0.06	£2.39	2.6%
<i>Total</i>	<i>£8.45</i>		<i>£0.39</i>	<i>£8.07</i>	<i>4.6%</i>
Leicester Road Local Centre					
Local Shops	£1.40	0.1%	£0.01	£1.39	0.5%
Mocha Parade Local Centre					
Heron Foods	£6.42	1.0%	£0.06	£6.35	1.0%
Local Shops	£0.35	0.1%	£0.01	£0.34	1.8%
<i>Total</i>	<i>£6.77</i>		<i>£0.07</i>	<i>£6.69</i>	<i>1.0%</i>
Out of Centre					
Marks and Spencer, The Fort	£9.48	10%	£0.64	£8.83	6.8%
Outside Study Area		50%	£3.22		

APPENDIX 3

COMPARISON RETAIL ASSESSMENT

Table 1: Population

	Postcode Sectors	2018	2023
Zone 1	M8/0, M8/5, M8/9	20,416	21,069
Zone 2	M3/1, M4/4, M8/8	9,926	10,646
Zone 3	M7/1, M7/2	10,880	11,457
Zone 4	M7/4, M8/4, M25/0	30,389	31,520
Total		71611	74692

Source: Experian Retail Planner Report, Sep. 2018

Table 2: Comparison Goods Expenditure per person

		2018	2023
		Minus SFT at 15.9%	Minus SFT at 17.4%
Zone 1	M8/0, M8/5, M8/9	£1,947	£2,196
Zone 2	M3/1, M4/4, M8/8	£2,507	£2,827
Zone 3	M7/1, M7/2	£1,968	£2,219
Zone 4	M7/4, M8/4, M25/0	£2,386	£2,691

Source: Experian Retail Planner Report, Sep. 2018

Notes

1. 2016 prices
2. SFT = special forms of trading, i.e. non-store sales, rates quoted from Experian Retail Planner Briefing Note Dec. 2017 Figure 5
3. Growth in spending per head assumed to be 2.9% pa, source: Experian Retail Planner Briefing Note 15, Dec. 2017 Figure 2

Table 3: Total Comparison Goods Expenditure (£m)

		2016	2021
Zone 1	M8/0, M8/5, M8/9	£39.76	£46.26
Zone 2	M3/1, M4/4, M8/8	£24.89	£30.10
Zone 3	M7/1, M7/2	£21.41	£25.42
Zone 4	M7/4, M8/4, M25/0	£72.52	£84.81
Total		£158.57	£186.59

Table 4a: Turnover of Proposed Development at 2018

	Total
Proposed Mezzanine Sales Area (net)	2,178
Average Sales Density (£ per sq m)	£1,500
Comparison Goods Turnover of Lidl (£m)	£1.79
Loss of Comparison Floorspace from space to be occupied by Lidl (£m)	-£3.46
Total Additional Turnover (£m)	£1.60

Notes

1. Sales Density based on an average retail warehouse turnover of £3,000 per sq. m but mezzanine floor areas only likely to achieve 50% of this

Table 4b: Turnover of Proposed Development at 2023

	Total
Proposed Mezzanine Sales Area (net)	2,178
Average Sales Density (£ per sq m)	£1,730.49
Comparison Goods Turnover of Lidl (£m)	£2.06
Loss of Comparison Floorspace from space to be occupied by Lidl (£m)	-£3.99
Total Additional Turnover (£m)	£1.84

Notes

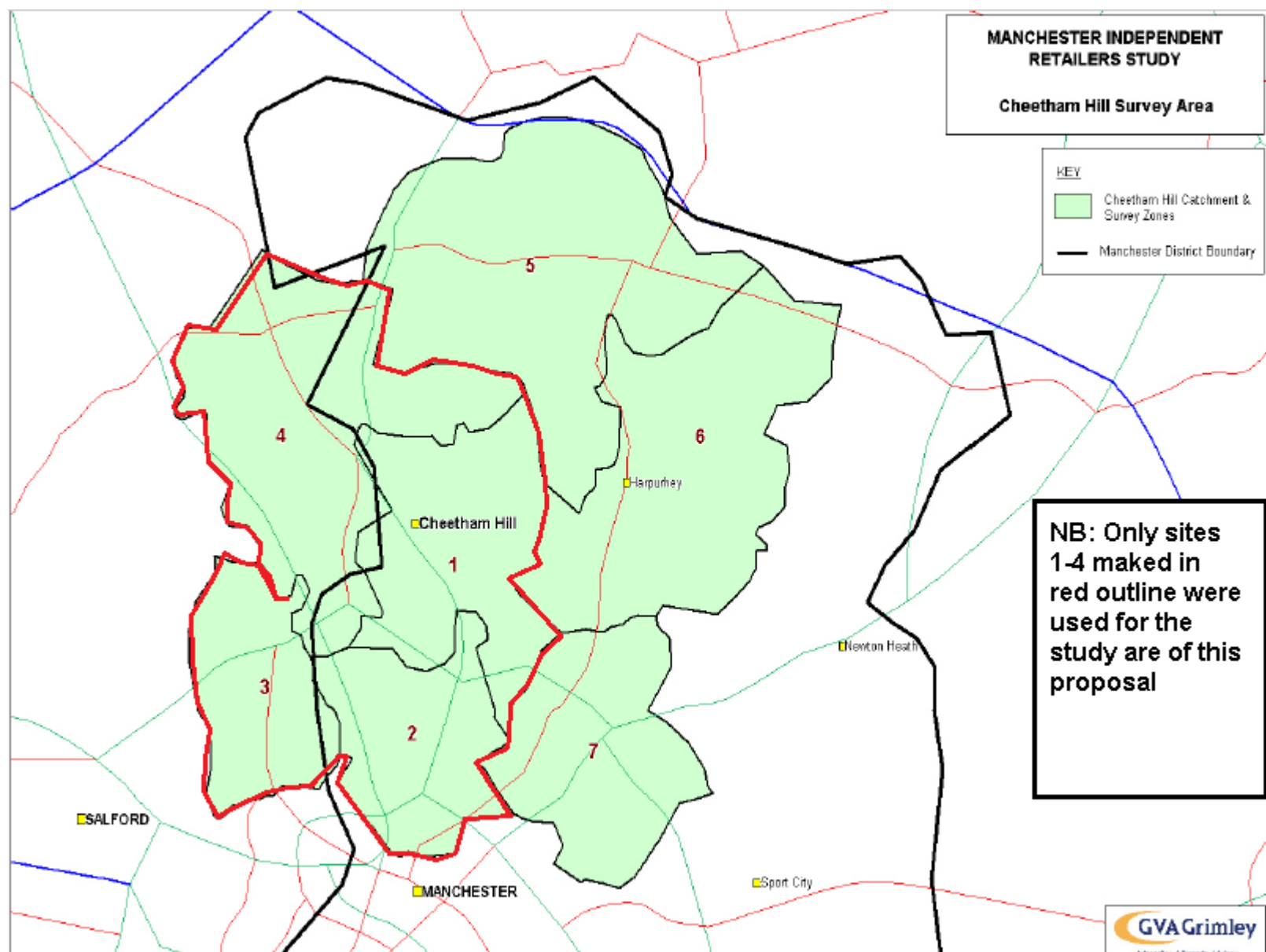
1. Sales Density estimated to increase by 2.9% pa

Table 5: Capacity Assessment

	2018	2023
Total Available (£m)	£158.57	£186.59
Total Growth 2018-2023 (£m)	£28.02	
Proposed Additonal Floorspace (£m)	£1.60	£1.84
Residual Capacity (£m)	£26.43	

APPENDIX 4

NORTH MANCHESTER/SALFORD PLAN



APPENDIX 5

SEQUENTIAL ASSESSMENT

SEQUENTIAL ASSESSMENT

SITE 1 – MOCHA PARADE, SALFORD, M7 1QE

	
Sequential Evaluation Criteria	Comment
Site Address	Mocha Parade, Salford, M7 1QE
Approximate Size	1.43ha
Current Use	The site is currently occupied by various small retail outlets, including newsagents and a chemist, as well as some vacant units. A car park is located to the front and rear of the site. There are two main retail buildings on the site which contain between 4-5 units each.
Development Plan Allocation	Site allocated as a Town / Neighbourhood Centre in the Unitary Development Plan (Policy S1). Policy S1 of the UDP states that; <i>'Planning permission will be granted for retail and leisure development within town centres and neighbourhood centres, provided that the development would':</i> <i>i. be of a scale appropriate to the centre;</i> <i>ii. be, or would be made to be, accessible by a choice of means of transport, including public transport, walking and cycling;</i> <i>iii. not give rise to unacceptable levels of traffic congestion, or have an adverse</i>

	<i>impact on highway safety in terms of traffic generation, parking or servicing;</i> <i>iv. wherever practicable, make car parking facilities provided as part of the development available to all short-stay visitors to the town centre;</i> <i>v. be of a high standard of design and support an attractive external environment; and</i> <i>vi. not have an unacceptable impact on environmental quality or residential amenity.</i>
Sequential Status	In Centre
Development Constraints	Flood Zone 3; comprehensive redevelopment required
Planning History	The site has a complicated planning history, however, for retail purposes, the most applicable application is: LPA Ref. 12/62582/EIAHYB - Hybrid application for full permission of demolition of Mocha Parade and creation of 189 dwellings and outline permission for redevelopment of Mocha Parade Neighbourhood Centre (use change A1 to A5 and D1 for up to 4,500 sq m - Approved 17th November 2012 - Outline permission appears to have expired as no reserved matters by 17th November 2017.
Suitability	Suitable for a neighbourhood food operator but would serve a different catchment area
Availability	Salford City Council have entered an exclusivity agreement with a major food operator
Viability	Site lies within active flood zone which could impact viability
Conclusion	The site serves a different catchment area to the proposed development

SITE 2 – UNITS 16, 17 AND 18, CHEETHAM HILL SHOPPING CENTRE, MANCHESTER, M8 5EL

	
Sequential Evaluation Criteria	Comment
Site Address	Cheetham Hill Shopping Centre, Manchester, M8 5EL
Approximate Size	0.70ha
Current Use	The site is currently occupied by various small retail outlets either side of a pedestrian walkway which runs through the site. Unit 16 and 17 on the site are currently occupied by Manchester Plaza Shopping Mall, with unit 18 currently open to let.
Development Plan Allocation	Site is within the Cheetham Hill District Centre Policy C2 (District Centres) of the Core Strategy states that; <i>'Development will support thriving district centres, with distinct local character, providing a good range of accessible key services, including retail, health facilities, public services, leisure activities and financial and legal services'.</i>
Sequential Status	In Centre
Development Constraints	Active use of two of the units
Planning History	LPA Ref: 108498/FO/2015 - Applicant: Cheetham Hill Investments - Proposed change of use to class A3 of part of mezzanine in units 17 and 18 for

	use class A1 and amended shop fronts to allow the opening of an Asian Bazar in units 16, 17 and 18.
Suitability	Units are irregular in shape. Site separated from car park and issues of trolley storage. Unit dimension and nature of the split levels not acceptable to operation. This is not considered a suitable site.
Availability	Units 16 and 17 are in operational use. Unit 18 is available and being marketed by Roger Hannah and Co. Unit 18 extends to 247 sq. m. however it is too small to accommodate the approved development.
Viability	Not viable. Units not commercially viable due to irregular shape and not meeting commercial standards.
Conclusion	The site is not suitable or viable. Only unit 18 is available which is of insufficient size to accommodate the proposed development.