

14 December 2015

Mr David Hughes
Head of Planning
Liverpool City Council
Planning, Municipal Building
Dale Street
Liverpool, L2 2DH

Dear Mr Hughes

I am writing to you in relation to our planning application for continued use of the temporary car park at our Skyways site at Estuary Business Park.

As you may be aware, we have used this plot as a car park since our move to Skyways from Liverpool city centre in 2006. At that time it was needed to accommodate staff who relocated and the Council allowed the additional parking for a temporary period.

Since then, we have grown and evolved the business. Skyways has become an intensively used headquarters with high staffing levels and many visitors each day. Our nearby premises at the Southern Gateway gives us the space we need for photographic studios and storage, and staff visit that site from their office base at Skyways.

Shop Direct is committed to environmental sustainability and have been advised by JMP Transport Consultants for several years. We have been proactive in implementing an extensive range of measures to reduce travel by private car, as evidenced within our Travel Plan. Nonetheless, the specific needs of the business and home locations of staff mean that the demand for car parking at Speke remains at the same level as in 2013, when the last application for temporary parking was made.



Littlewoods

VERY EXCLUSIVE

Shop Direct, Skyways House, Speke Road, Speke, Liverpool, L70 1AB
Tel +44 (0)844 292 5000 | www.shopdirect.com

Registered Office, Shop Direct Home Shopping Limited, 1st Floor Skyways House, Speke Road, Speke, Liverpool L70 1AB
Registered in England number 04663281 | VAT Number 163 7696 28

Sufficient parking space at Skyways is essential to the smooth running of our business and allows us to retain our position as an important employer in Merseyside, with the facilities on site which enable us to retain and attract staff. There is very little parking available in the surrounding area and so losing our car park would likely cause parking issues off site.

Liverpool City Council has supported our use of the temporary car park, recognising our need and travel planning work, and we trust that you will continue to do so. Our planning consultants and transport advisers have set out our reasoned justification for this in the application.

We fully appreciate the value our temporary car park has as a site for future development which is why the proposal is for temporary use. Should Shop Direct be in a position to expand in the future, we would look to take that opportunity.

Yours sincerely



Alexander Baldock
Group Chief Executive



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