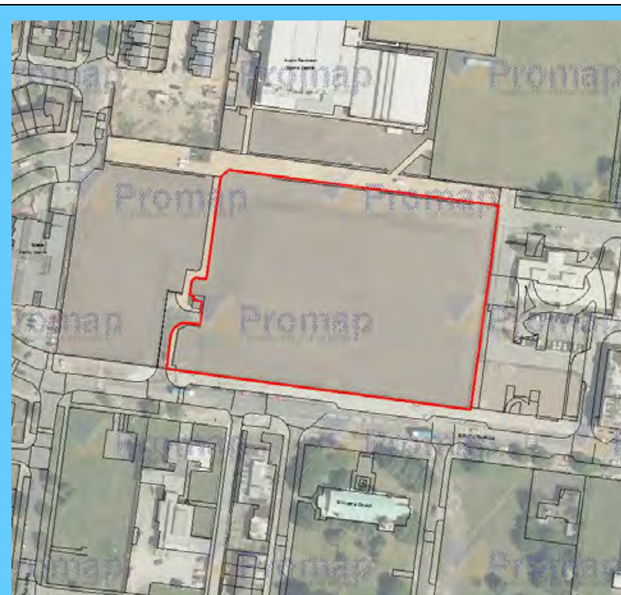
DOCUMENT 4

SEQUENTIAL SITE ASSESSMENTS

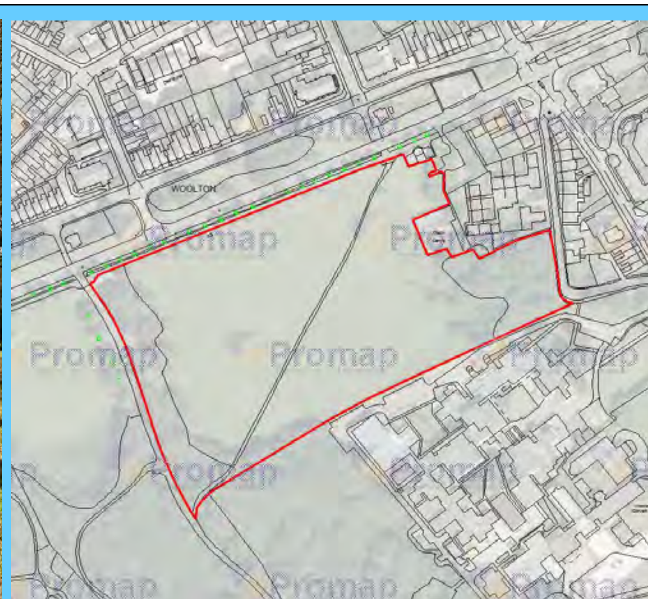
Site	SS1 - Playing Fields – Former Speke District Centre
Size	1.25 hectares
Current Use(s)	Playing Fields
NPPF Classification	Edge of Centre



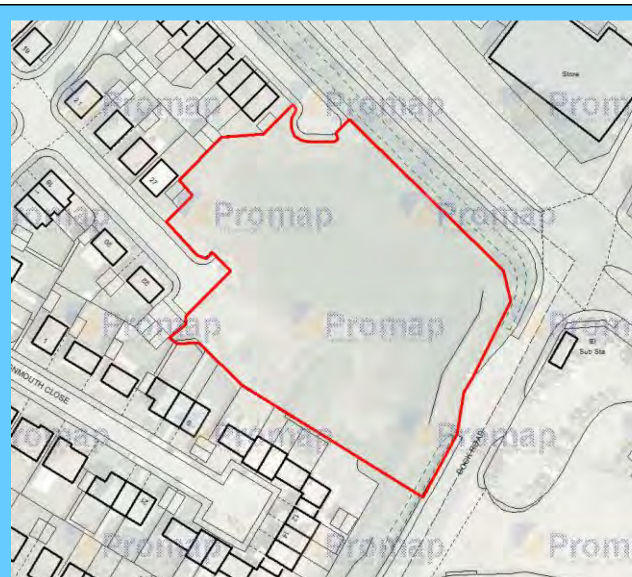
Site Description	The identified site is located adjacent to the old Speke District Centre, as allocated in the Liverpool City Council Unitary Development Plan (November 2002). Planning permission was approved in June 2005 (03F/1306) for a new district centre to the north of the site, anchored by a Morrison's foodstore has relocated Speke District Centre. The Officer's Report which accompanied planning application 03F/1306 identified that the relocation of the district centre would have a positive effect upon the adopted Development Strategy insofar as providing a qualitative enhancement to retail provision in Speke, which would be secured in a strategically important location, without causing harm to the existing hierarchy of centres locally. The identified site is currently occupied by sports playing fields and is located to the south of the new Speke district centre to the south of North Parade. To the east of the site lies the former allocated Speke District Centre which currently comprises a new medical centre along with a small number of outdated, albeit occupied local shops, including a Nisa Local convenience store, Betfred Bookmakers, hairdressers as well

	as an employment agency.
Suitability	Located some 270 metres from the new district centre; the site is considered to be located in and edge of centre location the second most preferable location for retail development. In addition, the site is considered to be of an acceptable size to accommodate the proposed quantum of retail floorspace. The site however currently serves an important community function for the local community in terms of recreational playing fields as well as providing a vital open space. As such, the site is considered unsuitable to come forward for retail development. Furthermore, given the important community function, the redevelopment of the site for retail and employment purposes would be resisted by Liverpool City Council as well as the local community. This is reinforced within the Unitary Development Plan under policy OE12 'Enhancement of Green Space' which states that the City Council will seek to enhance the overall stock of green space and at policy GEN2 'Open Environment' which seeks to protect the loss of open space for recreational use.
Availability	The site is currently in an active use providing a community facility for the local community. We are not aware that the site is currently being marketed as such the site cannot therefore be considered available.
Viability	In terms of providing a viable scheme, the applicant would be required to relocate the existing leisure facilities which would incur considerable costs. The discount nature of the proposed retailer and the tight profit margins that exist means that the ability for a new discount retailer to viably occupy the site would be undermined.
Conclusion	The site currently serves an important community facility as an active leisure use. The loss of such facilities would be therefore resisted by the LPA as it will be contrary to policy as well as resisted by the local community. Indeed, the loss of the playing fields would be contrary to the aims of the adopted UDP and as such its loss would be considered unacceptable In addition the site is not being marketed and as such cannot be considered to be available. Notwithstanding, any redevelopment on the site would require the relocation of the leisure facilities, given the low sales densities achieved by the retailer it would simply not be viable for this site to be redeveloped for the national discount retailer.

	Given the above we consider the site to be unsuitable, unavailable and unviable and as such can be discounted on this basis.

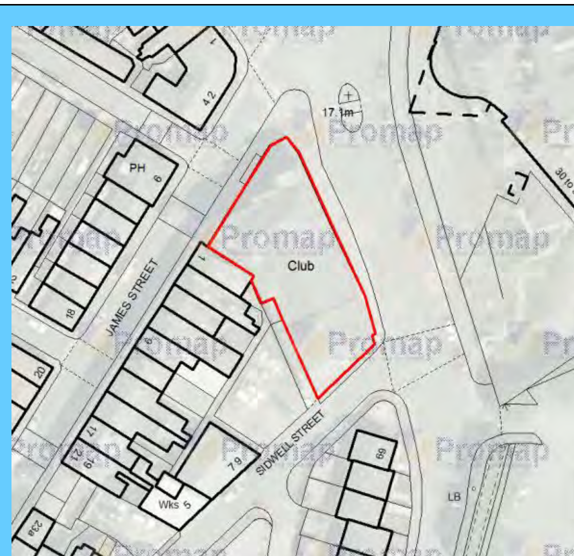
Site	SS2 - Woolton Wood Park
Size	8.6 acres
Current Use(s)	Open Parkland
NPPF Classification	Edge of Centre
 	
Site Description	The site is located to the south of Woolton District Centre and comprises 8.6 acres of undeveloped open land. In terms of immediate surroundings, the site is located to the south of the High Street (B571). To the west of the site lies the additional open space and to the east of the site are a mix of uses comprising a youth centre and residential dwellings. To the south of the site is Woolton Hall. The identified land itself is located on various sloped gradients.
Suitability	Whilst being of sufficient size to accommodate the proposed retail business model, redevelopment of the open space will be contrary to policy. In addition to the site providing open playing space for the surrounding population, the area is allocated within the adopted Unitary Development Plan under policies OE3 ‘green wedges’. This policy seeks to protect and improve the open character, as well as to resist new development that would predominantly affect the open character of the green space. Furthermore, the land falls within policy allocations OE11 and OE12 which seeks to enhance the open space as well as seeking to

	protect green space against all form of development that would harm the recreational function of the green space. Given the strict policy protection in place, the site is considered to be unsuitable.
Availability	The site is not being actively marketed and as such cannot be therefore considered to be available with regard to this sequential assessment.
Viability	In addition to the site being protected under a number of policies within the UDP, if an application for redevelopment for retail led purposes were approved, the existing changes in levels of the site would result in significant works required to level off the land, given this, it would not be financially viable to bring forward for redevelopment.
Conclusion	The above assessment has demonstrated that the site to the south of Woolton district centre is not sequentially preferable to the application site. It is not suitable owing to its policy protection and cannot be considered to be available. As such the site can be therefore discounted as not being suitable, available or viable.

Site	SS3 - Land to South West of Garson Way
Size	0.62 hectares
Current Use(s)	Under Construction – Residential
NPPF Classification	Edge of Centre
	
Site Description	The site is located to the south west of Garston District Centre south of Garston Way (A561) and to the west of Docks Road. To the north west of the site lies a significant quantum of residential development which is situated along Port Talbot Close. Further east of Docks Road, located to the south east of the site, is land currently occupied by Associated British Ports. The site was recently cleared following planning permission for the construction of 17 new dwellings in May 2012 (ref. 11F/1873). Development has since commenced on site and it was evident that in July 2013 when a subsequent site visit was undertaken that many of the properties have now been completed.
Suitability	As mentioned, permission was granted in May 2012 for the redevelopment of the site for a residential development, given this, the site is considered unsuitable for the proposals.
Availability	Due to the recently approved planning permission along with construction currently taking place on site we consider that the land is

	not available.
Viability	Whilst it is clear that the Council support the principle of the redevelopment of the site (hence its current redevelopment for housing) the site is not considered to be viable to be redeveloped for retail purposes given the recent construction works that have taken place on site. Further, given that many residential properties are now occupied, the relocation of residents would result in an unviable, costly development coming forward.
Conclusion	As outlined above, the site has recently undergone significant redevelopment for a housing proposal, with a large portion of the site already complete and occupied. The site is therefore considered to be unavailable but also unviable and unsuitable to bring forward for retail development. For the aforementioned reasons the site can be discounted.

Site	SS4 Empire Bingo & Social Club – Garston District Centre
Size	0.07 hectares
Current Use(s)	Vacant Bingo Hall & Social Club
NPPF Classification	Edge of Centre

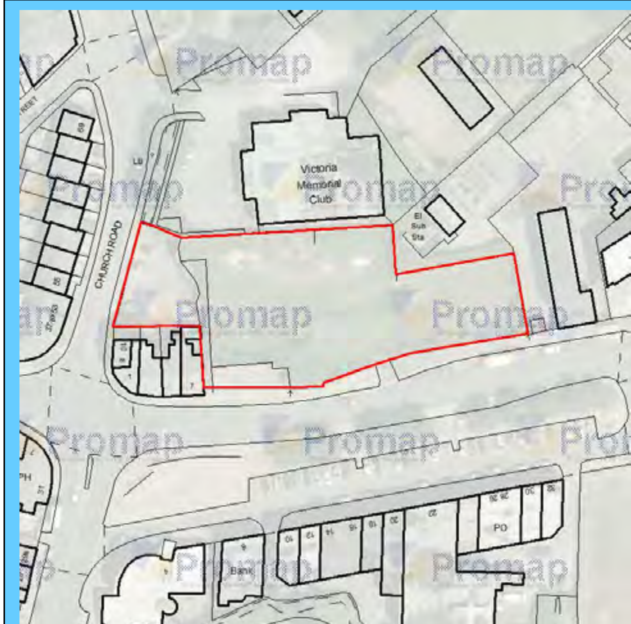


Site Description	The vacant site comprises the former Empire bingo club and social hall, and extends to some 700 square metres of floorspace. This site has been identified in line with the flexible sequential approach that has been adopted as part of the sequential assessment. The site is located to the north of the Garston District Centre, in a sequentially preferable 'edge of centre' location. The former bingo club is located along St. James Street, which is bound to the rear by Church Road and Sidwell Street to the rear. The majority of the unit is dilapidated and falling into disrepair detracting from the streetscene. A small element of car parking is located along Sidwell Street however; it is unclear whether these are allocated for the former bingo club. In any case there are only a small number and would be insufficient to accommodate the prospective retailer's business model requirements. The site is considered to be highly accessible by public transport, as well as being within easy walking distance from the main parade of shops along St. Mary's Road. The west of the site is largely residential in

	nature, likewise to the north of the site; residential dwellings are the predominant use. Directly to the east of the site is the South Liverpool NHS Treatment Centre, a new development of high quality design directly contributing to the streetscene.
Suitability	The site is considered to be in an accessible location given its proximity to the Garston District Centre. However, the site is unsuitable for the proposals in terms of being able to facilitate the required quantum of floorspace necessary for Home Bargains to be able to sell its full range of goods from the unit. As stated within the retail assessment, the minimum floorspace that the retailer will consider for the unit is 1,858 square metres GIA in order to display the necessary quantum of goods and make the proposal commercially viable. However, providing a building of the required minimum size would mean that a demised customer car park of a sufficient size could not be provided. An adjacent and easily accessible customer car park represents one of the key components of the retailer's business model, given the nature of the retail offer and the shopping habits of their customers. The inability to provide immediate customer car parking would unacceptably impact on the retailer's ability to fully implement the business model. For example, Home Bargains provide customers with shopping trolleys and being able to safely transfer goods from the store to customers' vehicles requires immediately adjacent surface level car parking. If Home Bargains were to trade from the site the retailer would be forced to sell a significantly reduced range of products. This is not an acceptable consequence of applying the sequential approach, which requires for genuine difficulties of conflict between business models and units sizes to be taken into account in the implementation of the sequential test. In addition to the above, given that the site is physically constrained by James Street and Church Road, any proposals coming forward could not facilitate a viable servicing solution, or a sufficient number of surface level car parking spaces required by Home Bargains. This would unacceptably compromise the retailer's business model. If Home Bargains were to occupy this location the retailer's business model would be unacceptably compromised as not all elements could be provided on the site.
Availability	Whilst the site not being actively marketed, the unit is considered to be

	vacant and falling into disrepair, as such, it is considered to be available.
Viability	The site is considered to be too small to accommodate the required quantum of floorspace. In addition, the physical constraints of the site could not provide either sufficient surface level car parking or a viable servicing arrangement. This would result in an unsustainable business model which would unacceptably compromise the retailer's ability to trade and compete effectively. As such, the site is not considered to be a commercially viable to bring forward for redevelopment and for the proposed retailer to occupy. To bring this site forward would be unacceptable consequence of the sequential test.
Conclusion	Whilst the site is currently vacant, and therefore considered to be available, it is not of sufficient size to be able to accommodate the quantum of floorspace required by the retailer. As such, it is considered that the wider development aspirations and wider economic benefits associated with the proposals could not be met. Given the aforementioned points, the site is considered to be unsuitable and unviable to bring forward and can be discounted on this basis.

Site	SS5 – Land North of Speke Road, Garston District Centre
Size	0.29 Hectares
Current Use(s)	Vacant Land
NPPF Classification	In Centre



Site Description	The land is located along Speke Road within Garston District Centre. Directly to the south of the unit is a parade of shops including, a Post Office, Iceland, Lloyds TSB and a number of independent retailers. To the north, the site is constrained by the Victoria Memorial Club. Likewise, to the east and west, existing shops and residential properties physically constrain the site. The site originally formed the Garston baths and planning permission was granted in 2006 for 5 retail units along with 68 residential flats however planning permission elapsed in February 2009.
Suitability	The site is located within the district centre and therefore in the most sequentially preferable location. In addition to this the site is currently vacant and is therefore considered available for a suitable retail use to occupy the site. Indeed, planning permission granted in 2006 reaffirms this position. However, in terms of being able to accommodate the proposed development, the site is considered to be unsuitable for the proposals in terms of being able to accommodate the required quantum

	of floorspace necessary to sell the retailers full range of goods. In addition, a suitable servicing solution and sufficient surface level car parking would not be achievable given the physical constraints of the site. As stated within the retail assessment, the minimum floorspace that the retailer will consider for the unit is 1,858 square metres GIA in order to display the necessary quantum of goods and make the proposal commercially viable. However, providing a building of the required minimum size would mean that a demised customer car park of a sufficient size could not be provided. An adjacent and easily accessible customer car park represents one of the key components of the retailer's business model, given the nature of the retail offer and the shopping habits of their customers. The inability to provide immediate customer car parking would unacceptably impact on the retailer's ability to fully implement the business model. For example, Home Bargains provide customers with shopping trolleys and being able to safely transfer goods from the store to customers' vehicles requires immediately adjacent surface level car parking. The site is not considered to be suitable to accommodate the proposals in terms of providing sufficient quantum of floorspace required by the proposed operator. If Home Bargains were to trade from the site, the retailer would be significantly compromised in terms being forced to sell a significantly reduced range of products. This is not an acceptable consequence of applying the sequential test, which requires genuine difficulties of conflict between business models and units sizes to be taken into account in the implementation of the sequential test.
Availability	Whilst the site is not actively being marketed it is vacant and considered to be available.
Viability	The site's constrained size will have significant implications on the quantum of development that can come forward on the site. The proposed quantum of floorspace along with sufficient car parking and servicing are required in order to bring forward a viable development. As such, if proposals were to come forward they would be significantly compromised and would restrict the proposals ability to comprehensively implement the developer's full business model. The site is considered to be too small to accommodate the required quantum of floorspace. In addition, the physical constraints of the site could not provide either sufficient surface level car parking or a viable servicing arrangement. This would result in an unsustainable business

	model which would unacceptably compromise the retailer's ability to trade and compete effectively. Indeed, given the discount nature of the proposed unit, the products on offer would mean that margins are tight and the sales densities that would be achievable are consequently low that would result in unviable scheme coming forward that the retail operator simply couldn't accept. For the reasons outlined above we consider that the site would not be appropriate or viable to bring forward for proposals of this nature. To bring this site forward would therefore be unacceptable consequence of the sequential test.
Conclusion	Whilst the site is currently being marketed and is located within an acceptable location for retail development, the site simply cannot accommodate the required quantum of floorspace and car parking. This would significantly impact on the trading ability of the unit. In addition, given the physically constrained nature of the site, it would not be possible to provide the required number of surface level car parking spaces along with a viable servicing solution. As such, the site is considered too small to accommodate the retailer's full business model. Given the above we consider the site to be unsuitable and unviable to and as such can be discounted on this basis.

DOCUMENT 5

RETAIL TABLES

FORMER RAYWARE SITE, SPEKE BOULEVARD, SPEKE

TABLE 1: POPULATION AND EXPENDITURE WITHIN CATCHMENT AREA (CONVENIENCE GOODS)

		Zone 4	Zone 9	Zone 10	Zone 14	Total
	2014					
Expenditure per head (£)		*1,947*	*1,851*	*1,995*	*1,956*	*-*
	2016					
Population		79,672	15,175	52,082	17,158	164,087
Expenditure per head (£)		1,935	1,839	1,983	1,944	1,943
Total Expenditure (£m)		**154.20**	**27.91**	**103.27**	**33.36**	**318.74**
	2021					
Population		80,482	15,342	52,215	17,336	165,375
Expenditure per head (£)		1,924	1,828	1,971	1,932	1,931
Total Expenditure (£m)		**154.83**	**28.05**	**102.92**	**33.50**	**319.30**
Expenditure Growth - 2016 to 2021 (£m)		**0.63**	**0.14**	**-0.36**	**0.14**	**0.56**

Notes:
1. Catchment Area represents Zone 4, Zone 9, Zone 10 and Zone 14 of the Liverpool Retail and Commercial Leisure Study (2011)
2. Population and expenditure per head taken from Experian Planner Report (March 2016)
3. Deduction for Special Forms of Trading from 2014 data in line with Appendix 3 of Retail Planner Briefing Note 13 (October 2015)
4. Expenditure per head identified to increase at forecast growth rate identified in Experian Retail Planner Briefing Note 13 (October 2015). Based on growth in sales volume set out in Figure 6 ('Excluding SFT adjusted for sales via stores')
5. Total expenditure = population x expenditure per head

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TABLE 2: POPULATION AND EXPENDITURE WITHIN CATCHMENT AREA (COMPARISON GOODS)

		Zone 4	Zone 9	Zone 10	Zone 14	Total
	2014					
Expenditure per head (£)		*2,517*	*1,997*	*2,628*	*2,462*	*-*
	2016					
Population		79,672	15,175	52,082	17,158	164,087
Expenditure per head (£)		2,698	2,141	2,817	2,639	2,678
Total Expenditure (£m)		**214.96**	**32.49**	**146.72**	**45.28**	**439.46**
	2021					
Population		80,482	15,342	52,215	17,336	165,375
Expenditure per head (£)		3,026	2,401	3,159	2,960	3,003
Total Expenditure (£m)		**243.52**	**36.84**	**164.96**	**51.31**	**496.63**
Expenditure Growth - 2016 to 2021 (£m)		**28.56**	**4.35**	**18.24**	**6.03**	**57.17**

Notes:
1. Catchment Area represents Zone 4, Zone 9, Zone 10 and Zone 14 of the Liverpool Retail and Commercial Leisure Study (2011)
2. Population and expenditure per head taken from Experian Planner Report (September 2015)
3. Deduction for Special Forms of Trading from 2014 data in line with Appendix 3 of Retail Planner Briefing Note 13 (October 2015)
4. Expenditure per head identified to increase at forecast growth rate identified in Experian Retail Planner Briefing Note 13 (October 2015). Based on growth in sales volume set out in Figure 6 ('Excluding SFT adjusted for sales via stores')
5. Total expenditure = population x expenditure per head

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TABLE 3: TURNOVER OF EXISTING RETAIL FACILITIES WITHIN AND OUTSIDE CATCHMENT AREA (COMPARISON GOODS)

Destination	Zone 4		Zone 9		Zone 10		Zone 14		Total within Catchment Area		Proportion of Turnover derived from Catchment	Overall Turnover (£m)
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)		
Within Catchment Area												
Defined Centres												
Speke District Centre	9.58%	20.59	32.17%	10.45	28.22%	41.40	16.33%	7.40	**18.17%**	**79.84**	45%	**177.41**
Woolton District Centre	0.12%	0.25	0.00%	0.00	1.53%	2.24	0.00%	0.00	**0.57%**	**2.50**	55%	**4.54**
Belle Vale District Centre	0.43%	0.92	0.00%	0.00	9.28%	13.62	2.65%	1.20	**3.58%**	**15.74**	55%	**28.62**
Garston District Centre	0.70%	1.50	0.00%	0.00	0.67%	0.99	0.00%	0.00	**0.57%**	**2.49**	85%	**2.93**
Aigburth Road District Centre	0.55%	1.18	0.00%	0.00	0.00%	0.00	0.00%	0.00	**0.27%**	**1.18**	70%	**1.68**
Hunts Cross Local Centre	0.67%	1.43	1.52%	0.49	1.74%	2.56	0.00%	0.00	**1.02%**	**4.48**	90%	**4.98**
Aigburth Vale Local Centre	0.14%	0.30	0.00%	0.00	0.00%	0.00	0.00%	0.00	**0.07%**	**0.30**	100%	**0.30**
Lodge Lane Local Centre	0.17%	0.37	0.00%	0.00	0.00%	0.00	0.00%	0.00	**0.08%**	**0.37**	60%	**0.62**
Park Road Local Centre	0.10%	0.21	0.00%	0.00	0.00%	0.00	0.00%	0.00	**0.05%**	**0.21**	100%	**0.21**
Smithdown Road South District Centre	2.60%	5.59	0.00%	0.00	0.00%	0.00	0.00%	0.00	**1.27%**	**5.59**	55%	**10.16**
Out-of-centre												
Hunts Cross Retail Park	1.98%	4.25	1.05%	0.34	4.73%	6.93	3.39%	1.54	**2.97%**	**13.06**	90%	**14.51**
New Mersey Shopping Park	30.90%	66.43	31.75%	10.32	12.00%	17.60	13.83%	6.26	**22.89%**	**100.61**	65%	**154.78**
Asda, Hunts Cross	0.09%	0.18	0.15%	0.05	1.14%	1.68	0.84%	0.38	**0.52%**	**2.29**	90%	**2.55**
Other	0.38%	0.81	0.00%	0.00	0.25%	0.36	0.00%	0.00	**0.27%**	**1.17**	90%	**1.30**
Sub-total within Catchment Area	**48.38%**	**104.01**	**66.64%**	**21.65**	**59.55%**	**87.38**	**37.04%**	**16.77**	**52.29%**	**229.81**	-	**404.58**
Outside Catchment Area (Main Destinations)												
Defined Centres												
Liverpool City Centre	41.40%	89.00	22.02%	7.15	31.63%	46.40	21.81%	9.88	**34.69%**	**152.44**	20%	**762.19**
Widnes Town Centre	0.30%	0.65	7.32%	2.38	1.24%	1.82	32.33%	14.64	**4.43%**	**19.49**	80%	**24.36**
Allerton Road District Centre	2.86%	6.14	0.00%	0.00	0.19%	0.28	0.00%	0.00	**1.46%**	**6.42**	45%	**14.27**
Smithdown Road North District Centre	1.61%	3.46	0.00%	0.00	0.19%	0.28	0.00%	0.00	**0.85%**	**3.74**	45%	**8.32**
Out-of-centre												
Edge Lane Retail Park	0.81%	1.73	0.77%	0.25	0.55%	0.80	0.00%	0.00	**0.63%**	**2.78**	5%	**55.60**
London Road	1.55%	3.32	1.21%	0.39	0.46%	0.67	0.00%	0.00	**1.00%**	**4.39**	20%	**21.97**
Gemini Retail Park, Warrington	0.75%	1.62	1.62%	0.53	2.14%	3.14	3.62%	1.64	**1.57%**	**6.92**	20%	**34.59**
Other	2.34%	5.03	0.42%	0.14	4.05%	5.95	5.19%	2.35	**3.06%**	**13.46**	10%	**134.64**
Sub-total outside Catchment Area	**51.62%**	**110.96**	**33.36%**	**10.84**	**40.45%**	**59.34**	**62.96%**	**28.51**	**47.71%**	**209.65**	-	**1,055.94**
Total	**100.00%**	**214.96**	**100.00%**	**32.49**	**100.00%**	**146.72**	**100.00%**	**45.28**	**100.00%**	**439.46**	-	**1,460.52**

Notes:

1. Market Shares taken from Liverpool Retail and Commercial Leisure Study (November 2011) rebased to exclude 'Mail Order/Catalogue' and 'Internet'
2. Turnover = market share x available expenditure by zone (Table 2)
3. Proportion of turnover from catchment area based on the findings of the Liverpool Retail and Commercial Leisure Study (2011)
4. Overall turnover does not allow for expenditure derived from beyond the Study Area identified for the Liverpool Retail and Commercial Leisure Study (2011)

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TABLE 4: TURNOVER OF EXISTING RETAIL FACILITIES WITHIN AND OUTSIDE CATCHMENT AREA (CONVENIENCE GOODS)

Destination	Zone 4		Zone 9		Zone 10		Zone 14		Total within Catchment Area		Proportion of Turnover derived from Catchment	Overall Turnover (£m)
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)		
Within Catchment Area												
Defined Centres												
Speke District Centre	3.93%	6.06	56.63%	15.81	3.42%	3.53	5.52%	1.84	**8.55%**	**27.24**	95%	**28.67**
Woolton District Centre	1.18%	1.82	0.00%	0.00	17.19%	17.75	0.54%	0.18	**6.20%**	**19.75**	75%	**26.33**
Belle Vale District Centre	0.19%	0.30	0.00%	0.00	26.32%	27.18	8.69%	2.90	**9.53%**	**30.38**	50%	**60.76**
Garston District Centre	9.70%	14.96	4.00%	1.12	0.00%	0.00	2.09%	0.70	**5.26%**	**16.77**	90%	**18.64**
Aigburth Road District Centre	12.45%	19.20	0.98%	0.27	0.00%	0.00	0.00%	0.00	**6.11%**	**19.47**	90%	**21.63**
Hunts Cross Local Centre	0.11%	0.17	0.00%	0.00	2.91%	3.00	1.63%	0.54	**1.17%**	**3.72**	90%	**4.13**
Aigburth Vale Local Centre	0.87%	1.34	0.00%	0.00	0.00%	0.00	0.00%	0.00	**0.42%**	**1.34**	90%	**1.49**
Park Road Local Centre	5.31%	8.19	0.00%	0.00	0.00%	0.00	0.00%	0.00	**2.57%**	**8.19**	80%	**10.24**
Smithdown Road South District Centre	15.83%	24.41	2.00%	0.56	1.37%	1.41	0.00%	0.00	**8.28%**	**26.38**	40%	**65.96**
Out-of-centre												
Asda, Hunts Cross	10.04%	15.48	21.13%	5.90	24.85%	25.66	22.71%	7.57	**17.13%**	**54.61**	85%	**64.25**
M&S New Mersey Retail Park	1.22%	1.88	1.96%	0.55	0.46%	0.48	1.00%	0.33	**1.02%**	**3.24**	50%	**6.48**
Sub-total within Catchment Area	**60.84%**	**93.81**	**86.70%**	**24.20**	**76.51%**	**79.01**	**42.19%**	**14.07**	**66.23%**	**211.10**	**-**	**308.58**
Outside Catchment Area (Main Destinations)												
Defined Centres												
Allerton Road	9.21%	14.20	1.03%	0.29	13.71%	14.16	2.53%	0.84	**9.25%**	**29.49**	55%	**53.62**
Liverpool City Centre	5.87%	9.04	0.00%	0.00	1.42%	1.46	0.54%	0.18	**3.35%**	**10.69**	15%	**71.26**
Wavertree High Street	0.82%	1.26	5.08%	1.42	0.00%	0.00	0.00%	0.00	**0.84%**	**2.68**	15%	**17.88**
Out-of-centre												
Asda, Widnes	0.00%	0.00	0.00%	0.00	0.00%	0.00	20.99%	7.00	**2.20%**	**7.00**	100%	**7.00**
Asda, Huyton	0.19%	0.30	0.00%	0.00	0.33%	0.34	3.53%	1.18	**0.57%**	**1.82**	2%	**90.90**
Morrisons, Widnes	0.00%	0.00	1.96%	0.55	0.89%	0.92	22.71%	7.57	**2.84%**	**9.05**	95%	**9.52**
Tesco, Allerton	17.48%	26.96	0.00%	0.00	1.19%	1.23	0.00%	0.00	**8.84%**	**28.19**	50%	**56.38**
Other	5.59%	8.62	5.23%	1.46	5.95%	6.14	7.51%	2.51	**5.87%**	**18.73**	10%	**187.26**
Sub-total outside Catchment Area	**39.16%**	**60.39**	**13.30%**	**3.71**	**23.49%**	**24.26**	**57.81%**	**19.28**	**33.77%**	**107.64**	**-**	**493.82**
Total	**100.00%**	**154.20**	**100.00%**	**27.91**	**100.00%**	**103.27**	**100.00%**	**33.36**	**100.00%**	**318.74**	**-**	**802.41**

Notes:

1. Market Shares taken from Liverpool Retail and Commercial Leisure Study (November 2011) rebased to exclude 'Mail Order/Catalogue' and 'Internet'
2. Turnover = market share x available expenditure by zone (Table 1)
3. Proportion of turnover from catchment area based on the findings of the Liverpool Retail and Commercial Leisure Study (2011)
4. Overall turnover does not allow for expenditure derived from beyond the Study Area identified for the Liverpool Retail and Commercial Leisure Study (2011)

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TABLE 5A: POTENTIAL TURNOVER OF PROPOSAL (COMPARISON)

Unit	Floorspace (sq m)		Sales Density	Expected Turnover (£m)	
	Gross Internal Area	Net Sales	(£ per sq m)	2016	2021
Unit 1 (Home Bargains)	2,413	2,172	2,500	5.43	5.98
Unit 2	2,560	2,048	4,000	8.19	9.03
Total	**4,973**	**4,220**	**-**	**13.62**	**15.01**

Notes:

1. Net floorspace based on 90% of the gross internal area for Home Bargains and 80% for the proposed non-food building
2. Sales density for Home Bargains based on information provided by TJM and typical sales density for likely non-food operators of the development
3. Turnover post 2016 increased by an annual sales density identified by Experian (Figure 4b, Retail Planner Briefing Note 13, October 2015)

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TABLE 5B: POTENTIAL TURNOVER OF PROPOSAL (CONVENIENCE)

Unit	Floorspace (sq m)		Sales Density	Expected Turnover (£m)	
	Gross Internal Area	Net Sales	(£ per sq m)	2016	2021
Unit 1 (Home Bargains)	2,413	724	2,500	1.81	1.80
Unit 2	2,560	1,792	5,500	9.86	9.81
Total	**4,973**	**2,516**	**-**	**11.67**	**11.61**

Notes:

1. Up to 30% of total floorspace of Home Bargains will be for the sale of food and drink
2. Sales density for Home Bargains based on information provided by TJM and professional assumptions should the floorspace be occupied by convenience retailers
3. Turnover post 2016 increased by an annual sales density identified by Experian (Figure 4a, Retail Planner Briefing Note 13, October 2015)

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TABLE 6: ANTICIPATED TRADING EFFECTS OF THE PROPOSAL (COMPARISON GOODS)

Destination	Turnover - Pre Development (£m) 2016	2021	Trade Diversion to Proposal (%)	(£m)	Turnover Post Development - 2021 (£m)	Impact
Within Catchment Area						
Proposal					**15.01**	
Defined Centres						
Speke District Centre	177.41	200.50	7.5%	1.13	199.37	-0.6%
Woolton District Centre	4.54	5.13	0.5%	0.08	5.06	-1.5%
Belle Vale District Centre	28.62	32.34	5.0%	0.75	31.59	-2.3%
Garston District Centre	2.93	3.31	0.0%	0.00	3.31	0.0%
Aigburth Road District Centre	1.68	1.90	0.3%	0.04	1.86	-2.0%
Hunts Cross Local Centre	4.98	5.63	0.3%	0.04	5.59	-0.7%
Aigburth Vale Local Centre	0.30	0.34	0.0%	0.00	0.34	0.0%
Lodge Lane Local Centre	0.62	0.70	0.0%	0.00	0.70	0.0%
Park Road Local Centre	0.21	0.23	0.0%	0.00	0.23	0.0%
Smithdown Road South District Centre	10.16	11.48	0.5%	0.08	11.40	-0.7%
Out-of-centre						
Hunts Cross Retail Park	14.51	16.40	7.5%	1.13	15.27	-6.9%
New Mersey Shopping Park	154.78	174.92	25.0%	3.75	171.17	-2.1%
Asda, Hunts Cross	2.55	2.88	0.5%	0.08	2.80	-2.6%
Other	1.30	1.47	0.0%	0.00	1.47	0.0%
Sub-total within Catchment Area	**404.58**	**457.21**	**47.0%**	**7.05**	**465.17**	**1.7%**
Outside Catchment Area (Main Destinations)						
Defined Centres						
Liverpool City Centre	762.19	861.35	37.5%	5.63	855.73	-0.7%
Widnes Town Centre	24.36	27.53	1.0%	0.15	27.38	-0.5%
Allerton Road District Centre	14.27	16.13	0.5%	0.08	16.05	-0.5%
Smithdown Road North District Centre	8.32	9.40	0.0%	0.00	9.40	0.0%
Out-of-centre						
Edge Lane Retail Park	55.60	62.84	0.0%	0.00	62.84	0.0%
London Road	21.97	24.82	1.0%	0.15	24.67	-0.6%
Gemini Retail Park, Warrington	34.59	39.09	3.0%	0.45	38.64	-1.2%
Other	134.64	152.15	10.0%	1.50	150.65	-1.0%
Sub-total outside Catchment Area	**1,055.94**	**1,193.32**	**53.0%**	**7.96**	**1,185.36**	**-0.7%**
Total	**1,460.52**	**1,650.53**	**100.0%**	**15.01**	**1,650.53**	**0.0%**

Notes:

1. Turnover Pre-development taken from Table 3
2. Turnover of Proposal taken from Table 5A
3. Anticipated trade diversion to proposal based on professional assumptions informed by existing shopping patterns, as identified by the Liverpool Retail and Commercial Study (2011), the type of development proposed and distribution of facilities.
4. Resultant turnover = existing turnover minus trade diversion to proposal
5. Impact = reduction in turnover after allowing for the proposed development expressed as a proportion of pre-development turnover

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TABLE 7: ANTICIPATED TRADING EFFECTS OF THE PROPOSAL (CONVENIENCE)

Destination	Turnover - Pre Development (£m) 2016	Turnover - Pre Development (£m) 2021	Trade Diversion to Proposal (%)	Trade Diversion to Proposal (£m)	Turnover Post Development - 2021 (£m)	Impact
Within Catchment Area						
Proposal					**11.61**	
Defined Centres						
Speke District Centre	28.67	28.72	12.5%	1.45	27.27	-5.1%
Woolton District Centre	26.33	26.37	7.5%	0.87	25.50	-3.3%
Belle Vale District Centre	60.76	60.87	10.0%	1.16	59.70	-1.9%
Garston District Centre	18.64	18.67	1.0%	0.12	18.55	-0.6%
Aigburth Road District Centre	21.63	21.67	3.0%	0.35	21.32	-1.6%
Hunts Cross Local Centre	4.13	4.14	1.0%	0.12	4.02	-2.8%
Aigburth Vale Local Centre	1.49	1.50	0.0%	0.00	1.50	0.0%
Park Road Local Centre	10.24	10.26	1.0%	0.12	10.14	-1.1%
Smithdown Road South District Centre	65.96	66.07	5.0%	0.58	65.49	-0.9%
Out-of-centre						
Asda, Hunts Cross	64.25	64.37	22.5%	2.61	61.75	-4.1%
M&S New Mersey Retail Park	6.48	6.49	0.5%	0.06	6.43	-0.9%
Sub-total within Catchment Area	**308.58**	**309.13**	**64.0%**	**7.43**	**313.31**	**1.4%**
Outside Catchment Area (Main Destinations)						
Defined Centres						
Allerton Road	53.62	53.72	12.5%	1.45	52.26	-2.7%
Liverpool City Centre	71.26	71.38	2.5%	0.29	71.09	-0.4%
Wavertree High Street	17.88	17.92	0.0%	0.00	17.92	0.0%
Out-of-centre						
Asda, Widnes	7.00	7.01	3.0%	0.35	6.66	-5.0%
Asda, Huyton	90.90	91.06	1.5%	0.17	90.88	-0.2%
Morrisons, Widnes	9.52	9.54	2.0%	0.23	9.31	-2.4%
Tesco, Allerton	56.38	56.48	7.0%	0.81	55.67	-1.4%
Other	187.26	187.59	7.5%	0.87	186.72	-0.5%
Sub-total outside Catchment Area	**493.82**	**494.69**	**36.0%**	**4.18**	**490.51**	**-0.8%**
Total	**802.41**	**803.82**	**100.0%**	**11.61**	**803.82**	**0.0%**

Notes:
1. Turnover Pre-development taken from Table 4
2. Turnover of Proposal taken from Table 5B
3. Anticipated trade diversion to proposal based on professional assumptions informed by existing shopping patterns, as identified by the Liverpool Retail and Commercial Study (2011), the type of development proposed and distribution of facilities.
4. Resultant turnover = existing turnover minus trade diversion to proposal
5. Impact = reduction in turnover after allowing for the proposed development expressed as a proportion of pre-development turnover

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TABLE 8A: POTENTIAL TURNOVER OF OUTSTANDING COMMITMENTS WITHIN CATCHMENT AREA (CONVENIENCE GOODS)

	Floorspace (sq m) Net Convenience Sales	Sales Density (£ per sq m)	Expected Turnover (£m)
Cains Brewery, Stanhope Street			
Supermarket	2,165	10,500	22.73
Total	**2,165**	**-**	**22.73**

Notes:
1. Sales density of proposal based on Quod estimate informed by the findings of VerdictGroecry Retailers and Mintel Retail Rankings

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TABLE 8B: POTENTIAL TURNOVER OF OUTSTANDING COMMITMENTS WITHIN CATCHMENT AREA (COMPARISON GOODS)

	Floorspace (sq m) Net Comparison Sales	Sales Density (£ per sq m)	Expected Turnover (£m)
Cains Brewery, Stanhope Street			
Supermarket	*382*	*8,000*	*3.06*
Designer Retail Market	*1,574*	*4,000*	*6.30*
Other Retail	*2,361*	*4,000*	*9.44*
Total	**4,317**	**-**	**18.80**

Notes:
1. Sales density of proposal based on Quod estimate informed by the findings of VerdictGroecry Retailers and Mintel Retail Rankings

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TABLE 9: ANTICIPATED CUMULATIVE TRADING EFFECTS OF THE PROPOSAL AND CAINS BREWERY (COMPARISON GOODS)

Destination	Turnover - Pre Development (£m) 2016	Turnover - Pre Development (£m) 2021	Trade Diversion to Cains Brewery (%)	Trade Diversion to Cains Brewery (£m)	Trade Diversion to Proposal (%)	Trade Diversion to Proposal (£m)	Turnover Post Development - 2021 (£m)	Cumulative Impact
Within Catchment Area								
Proposal			**2.0%**	**0.38**			**15.01**	
Cains Brewery					**2.0%**	**0.30**	**18.80**	
Defined Centres								
Speke District Centre	177.41	200.50	3.0%	0.56	7.4%	1.10	198.83	-0.8%
Woolton District Centre	4.54	5.13	0.0%	0.00	0.5%	0.07	5.06	-1.4%
Belle Vale District Centre	28.62	32.34	0.0%	0.00	4.9%	0.74	31.60	-2.3%
Garston District Centre	2.93	3.31	0.0%	0.00	0.0%	0.00	3.31	0.0%
Aigburth Road District Centre	1.68	1.90	0.0%	0.00	0.2%	0.04	1.86	-1.9%
Hunts Cross Local Centre	4.98	5.63	0.0%	0.00	0.2%	0.04	5.59	-0.7%
Aigburth Vale Local Centre	0.30	0.34	0.0%	0.00	0.0%	0.00	0.34	0.0%
Lodge Lane Local Centre	0.62	0.70	0.0%	0.00	0.0%	0.00	0.70	0.0%
Park Road Local Centre	0.21	0.23	0.0%	0.00	0.0%	0.00	0.23	0.0%
Smithdown Road South District Centre	10.16	11.48	0.5%	0.09	0.5%	0.07	11.31	-1.5%
Out-of-centre								
Hunts Cross Retail Park	14.51	16.40	2.0%	0.38	7.4%	1.10	14.92	-9.0%
New Mersey Shopping Park	154.78	174.92	15.0%	2.82	24.5%	3.68	168.42	-3.7%
Asda, Hunts Cross	2.55	2.88	0.5%	0.09	0.5%	0.07	2.71	-5.8%
Other	1.30	1.47	0.0%	0.00	0.0%	0.00	1.47	0.0%
Sub-total within Catchment Area	**404.58**	**457.21**	**23.0%**	**4.32**	**48.1%**	**7.21**	**480.16**	**5.0%**
Outside Catchment Area (Main Destinations)								
Defined Centres								
Liverpool City Centre	762.19	861.35	40.0%	7.52	36.8%	5.52	848.32	-1.5%
Widnes Town Centre	24.36	27.53	1.0%	0.19	1.0%	0.15	27.19	-1.2%
Allerton Road District Centre	14.27	16.13	1.0%	0.19	0.5%	0.07	15.87	-1.6%
Smithdown Road North District Centre	8.32	9.40	0.5%	0.09	0.0%	0.00	9.31	-1.0%
Out-of-centre								
Edge Lane Retail Park	55.60	62.84	10.0%	1.88	0.0%	0.00	60.96	-3.0%
London Road	21.97	24.82	7.5%	1.41	1.0%	0.15	23.27	-6.3%
Gemini Retail Park, Warrington	34.59	39.09	2.0%	0.38	2.9%	0.44	38.28	-2.1%
Other	134.64	152.15	15.0%	2.82	9.8%	1.47	147.86	-2.8%
Sub-total outside Catchment Area	**1,055.94**	**1,193.32**	**77.0%**	**14.47**	**51.9%**	**7.80**	**1,171.05**	**-1.9%**
Total	**1,460.52**	**1,650.53**	**100.0%**	**18.80**	**100.0%**	**15.01**	**1,651.21**	**0.0%**

Notes:

1. Turnover Pre-development taken from Table 3
2. Turnover of Proposal taken from Table 5A and commitments from Table 8B
3. Anticipated trade diversion to proposal based on professional assumptions informed by existing shopping patterns, as identified by the Liverpool Retail and Commercial Study (2011), the type of development proposed and distribution of facilities.
4. Resultant turnover = existing turnover minus trade diversion to proposal and commitments
5. Impact = reduction in turnover after allowing for the proposed development and commitments expressed as a proportion of pre-development turnover

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TABLE 10: ANTICIPATED CUMULATIVE TRADING EFFECTS OF THE PROPOSAL AND CAINS BREWERY (CONVENIENCE GOODS)

Destination	Turnover - Pre Development (£m)		Trade Diversion to Cains Brewery		Trade Diversion to Proposal		Turnover Post Development - 2021	Cumulative Impact
	2016	2021	(%)	(£m)	(%)	(£m)	(£m)	
Within Catchment Area								
Proposal			**2.0%**	**0.45**			**11.15**	
Cains Brewery					**3.0%**	**0.35**	**22.38**	
Defined Centres								
Speke District Centre	28.67	28.72	0.5%	0.11	12.1%	1.41	27.20	-5.3%
Woolton District Centre	26.33	26.37	3.0%	0.68	7.3%	0.84	24.85	-5.8%
Belle Vale District Centre	60.76	60.87	2.0%	0.45	9.7%	1.13	59.29	-2.6%
Garston District Centre	18.64	18.67	1.0%	0.23	1.0%	0.11	18.33	-1.8%
Aigburth Road District Centre	21.63	21.67	1.0%	0.23	2.9%	0.34	21.10	-2.6%
Hunts Cross Local Centre	4.13	4.14	0.0%	0.00	1.0%	0.11	4.03	-2.7%
Aigburth Vale Local Centre	1.49	1.50	0.0%	0.00	0.0%	0.00	1.50	0.0%
Park Road Local Centre	10.24	10.26	1.0%	0.23	1.0%	0.11	9.92	-3.3%
Smithdown Road South District Centre	65.96	66.07	12.5%	2.84	4.9%	0.56	62.67	-5.2%
Out-of-centre								
Asda, Hunts Cross	64.25	64.37	6.0%	1.36	21.8%	2.53	60.47	-6.1%
M&S New Mersey Retail Park	6.48	6.49	1.0%	0.23	0.5%	0.05	6.21	-4.3%
Sub-total within Catchment Area	**308.58**	**309.13**	**30.0%**	**6.82**	**65.1%**	**7.55**	**329.10**	**6.5%**
Outside Catchment Area (Main Destinations)								
Defined Centres								
Allerton Road	53.62	53.72	7.0%	1.59	12.1%	1.41	50.72	-5.6%
Liverpool City Centre	71.26	71.38	20.0%	4.55	2.4%	0.28	66.55	-6.8%
Wavertree High Street	17.88	17.92	0.5%	0.11	0.0%	0.00	17.80	-0.6%
Out-of-centre								
Asda, Widnes	7.00	7.01	0.0%	0.00	2.9%	0.34	6.68	-4.8%
Asda, Huyton	90.90	91.06	0.0%	0.00	1.5%	0.17	90.89	-0.2%
Morrisons, Widnes	9.52	9.54	1.0%	0.23	1.9%	0.23	9.09	-4.7%
Tesco, Allerton	56.38	56.48	6.5%	1.48	6.8%	0.79	54.21	-4.0%
Other	187.26	187.59	35.0%	7.96	7.3%	0.84	178.79	-4.7%
Sub-total outside Catchment Area	**493.82**	**494.69**	**70.0%**	**15.91**	**34.9%**	**4.05**	**474.72**	**-4.0%**
Total	**802.41**	**803.82**	**100.0%**	**22.73**	**100.0%**	**11.61**	**803.82**	**0.0%**

Notes:

1. Turnover Pre-development taken from Table 4
2. Turnover of Proposal taken from Table 5B and commitments from Table 8A
3. Anticipated trade diversion to proposal based on professional assumptions informed by existing shopping patterns, as identified by the Liverpool Retail and Commercial Study (2011), the type of development proposed and distribution of facilities.
4. Resultant turnover = existing turnover minus trade diversion to proposal and commitments
5. Impact = reduction in turnover after allowing for the proposed development and commitments expressed as a proportion of pre-development turnover

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TABLE 11A: POTENTIAL TURNOVER OF PROPOSAL (COMPARISON) - SENSITIVITY TESTING

Unit	Floorspace (sq m)		Sales Density	Expected Turnover (£m)	
	Gross Internal Area	Net Sales	(£ per sq m)	2016	2021
Unit 1 (Home Bargains)	2,413	2,172	6,419	13.94	15.36
Unit 2 (Non food)	2,560	2,048	4,000	8.19	9.03
Total	**4,973**	**4,220**	**-**	**22.13**	**24.39**

Notes:
1. Net floorspace based on 90% of the gross internal area for Home Bargains and 80% for the proposed non-food building
2. Sales density for Home Bargains based on figure previously suggested by Liverpool City Council and typical sales density for likely non-food operators of the development
3. Turnover post 2016 increased by an annual sales density identified by Experian (Figure 4b, Retail Planner Briefing Note 13, October 2015)

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TABLE 11B: POTENTIAL TURNOVER OF PROPOSAL (CONVENIENCE) - SENSITIVITY TESTING

Unit	Floorspace (sq m)		Sales Density	Expected Turnover (£m)	
	Gross Internal Area	Net Sales	(£ per sq m)	2016	2021
Unit 1 (Home Bargains)	2,413	724	6,419	4.65	4.62
Unit 2 (Food)	2,560	1,792	5,500	9.86	9.81
Total	**4,973**	**2,516**	**-**	**14.50**	**14.43**

Notes:
1. Up to 30% of total floorspace of Home Bargains will be for the sale of food and drink
2. Sales density for Home Bargains based figure previously suggested by Liverpool City Council and professional assumptions should the floorspace be occupied by convenience retailers
3. Turnover post 2016 increased by an annual sales density identified by Experian (Figure 4a, Retail Planner Briefing Note 13, October 2015)

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TABLE 12: ANTICIPATED TRADING EFFECTS OF THE PROPOSAL (COMPARISON GOODS) - SENSITIVITY TESTING

Destination	Turnover - Pre Development (£m)		Trade Diversion to Proposal		Turnover Post Development - 2021	Impact
	2016	2021	(%)	(£m)	(£m)	
Within Catchment Area						
Proposal					**24.39**	
Defined Centres						
Speke District Centre	177.41	200.50	7.5%	1.83	198.67	-0.9%
Woolton District Centre	4.54	5.13	0.5%	0.12	5.01	-2.4%
Belle Vale District Centre	28.62	32.34	5.0%	1.22	31.12	-3.8%
Garston District Centre	2.93	3.31	0.0%	0.00	3.31	0.0%
Aigburth Road District Centre	1.68	1.90	0.3%	0.06	1.84	-3.2%
Hunts Cross Local Centre	4.98	5.63	0.3%	0.06	5.57	-1.1%
Aigburth Vale Local Centre	0.30	0.34	0.0%	0.00	0.34	0.0%
Lodge Lane Local Centre	0.62	0.70	0.0%	0.00	0.70	0.0%
Park Road Local Centre	0.21	0.23	0.0%	0.00	0.23	0.0%
Smithdown Road South District Centre	10.16	11.48	0.5%	0.12	11.36	-1.1%
Out-of-centre						
Hunts Cross Retail Park	14.51	16.40	7.5%	1.83	14.57	-11.2%
New Mersey Shopping Park	154.78	174.92	25.0%	6.10	168.82	-3.5%
Asda, Hunts Cross	2.55	2.88	0.5%	0.12	2.76	-4.2%
Other	1.30	1.47	0.0%	0.00	1.47	0.0%
Sub-total within Catchment Area	**404.58**	**457.21**	**47.0%**	**11.46**	**470.14**	**2.8%**
Outside Catchment Area (Main Destinations)						
Defined Centres						
Liverpool City Centre	762.19	861.35	37.5%	9.15	852.21	-1.1%
Widnes Town Centre	24.36	27.53	1.0%	0.24	27.28	-0.9%
Allerton Road District Centre	14.27	16.13	0.5%	0.12	16.01	-0.8%
Smithdown Road North District Centre	8.32	9.40	0.0%	0.00	9.40	0.0%
Out-of-centre						
Edge Lane Retail Park	55.60	62.84	0.0%	0.00	62.84	0.0%
London Road	21.97	24.82	1.0%	0.24	24.58	-1.0%
Gemini Retail Park, Warrington	34.59	39.09	3.0%	0.73	38.36	-1.9%
Other	134.64	152.15	10.0%	2.44	149.71	-1.6%
Sub-total outside Catchment Area	**1,055.94**	**1,193.32**	**53.0%**	**12.93**	**1,180.39**	**-1.1%**
Total	**1,460.52**	**1,650.53**	**100.0%**	**24.39**	**1,650.53**	**0.0%**

Notes:

1. Turnover Pre-development taken from Table 3
2. Turnover of Proposal taken from Table 11A
3. Anticipated trade diversion to proposal based on professional assumptions informed by existing shopping patterns, as identified by the Liverpool Retail and Commercial Study (2011), the type of development proposed and distribution of facilities.
4. Resultant turnover = existing turnover minus trade diversion to proposal
5. Impact = reduction in turnover after allowing for the proposed development expressed as a proportion of pre-development turnover

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TABLE 13: ANTICIPATED TRADING EFFECTS OF THE PROPOSAL (CONVENIENCE) - SENSTIVITY TESTING

Destination	Turnover - Pre Development (£m) 2016	Turnover - Pre Development (£m) 2021	Trade Diversion to Proposal (%)	Trade Diversion to Proposal (£m)	Turnover Post Development - 2021 (£m)	Impact
Within Catchment Area						
Proposal					**14.43**	
Defined Centres						
Speke District Centre	28.67	28.72	12.5%	1.80	26.92	-6.3%
Woolton District Centre	26.33	26.37	7.5%	1.08	25.29	-4.1%
Belle Vale District Centre	60.76	60.87	10.0%	1.44	59.42	-2.4%
Garston District Centre	18.64	18.67	1.0%	0.14	18.53	-0.8%
Aigburth Road District Centre	21.63	21.67	3.0%	0.43	21.24	-2.0%
Hunts Cross Local Centre	4.13	4.14	1.0%	0.14	4.00	-3.5%
Aigburth Vale Local Centre	1.49	1.50	0.0%	0.00	1.50	0.0%
Park Road Local Centre	10.24	10.26	1.0%	0.14	10.11	-1.4%
Smithdown Road South District Centre	65.96	66.07	5.0%	0.72	65.35	-1.1%
Out-of-centre						
Asda, Hunts Cross	64.25	64.37	22.5%	3.25	61.12	-5.0%
M&S New Mersey Retail Park	6.48	6.49	0.5%	0.07	6.42	-1.1%
Sub-total within Catchment Area	**308.58**	**309.13**	**64.0%**	**9.24**	**314.32**	**1.7%**
Outside Catchment Area (Main Destinations)						
Defined Centres						
Allerton Road	53.62	53.72	12.5%	1.80	51.91	-3.4%
Liverpool City Centre	71.26	71.38	2.5%	0.36	71.02	-0.5%
Wavertree High Street	17.88	17.92	0.0%	0.00	17.92	0.0%
Out-of-centre						
Asda, Widnes	7.00	7.01	3.0%	0.43	6.58	-6.2%
Asda, Huyton	90.90	91.06	1.5%	0.22	90.84	-0.2%
Morrisons, Widnes	9.52	9.54	2.0%	0.29	9.25	-3.0%
Tesco, Allerton	56.38	56.48	7.0%	1.01	55.47	-1.8%
Other	187.26	187.59	7.5%	1.08	186.51	-0.6%
Sub-total outside Catchment Area	**493.82**	**494.69**	**36.0%**	**5.19**	**489.49**	**-1.1%**
Total	**802.41**	**803.82**	**100.0%**	**14.43**	**803.82**	**0.0%**

Notes:

1. Turnover Pre-development taken from Table 4
2. Turnover of Proposal taken from Table 11B
3. Anticipated trade diversion to proposal based on professional assumptions informed by existing shopping patterns, as identified by the Liverpool Retail and Commercial Study (2011), the type of development proposed and distribution of facilities.
4. Resultant turnover = existing turnover minus trade diversion to proposal
5. Impact = reduction in turnover after allowing for the proposed development expressed as a proportion of pre-development turnover

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TABLE 14: ANTICIPATED CUMULATIVE TRADING EFFECTS OF THE PROPOSAL AND CAINS BREWERY (COMPARISON GOODS) - SENSITIVITY TESTING

Destination	Turnover - Pre Development (£m) 2016	Turnover - Pre Development (£m) 2021	Trade Diversion to Cains Brewery (%)	Trade Diversion to Cains Brewery (£m)	Trade Diversion to Proposal (%)	Trade Diversion to Proposal (£m)	Turnover Post Development - 2021 (£m)	Cumulative Impact
Within Catchment Area								
Proposal			**2.0%**	**0.38**			**24.39**	
Cains Brewery					**2.0%**	0.49	**18.80**	
Defined Centres								
Speke District Centre	177.41	200.50	3.0%	0.56	7.4%	1.79	198.14	-1.2%
Woolton District Centre	4.54	5.13	0.0%	0.00	0.5%	0.12	5.01	-2.3%
Belle Vale District Centre	28.62	32.34	0.0%	0.00	4.9%	1.19	31.14	-3.7%
Garston District Centre	2.93	3.31	0.0%	0.00	0.0%	0.00	3.31	0.0%
Aigburth Road District Centre	1.68	1.90	0.0%	0.00	0.2%	0.06	1.84	-3.1%
Hunts Cross Local Centre	4.98	5.63	0.0%	0.00	0.2%	0.06	5.57	-1.1%
Aigburth Vale Local Centre	0.30	0.34	0.0%	0.00	0.0%	0.00	0.34	0.0%
Lodge Lane Local Centre	0.62	0.70	0.0%	0.00	0.0%	0.00	0.70	0.0%
Park Road Local Centre	0.21	0.23	0.0%	0.00	0.0%	0.00	0.23	0.0%
Smithdown Road South District Centre	10.16	11.48	0.5%	0.09	0.5%	0.12	11.26	-1.9%
Out-of-centre								
Hunts Cross Retail Park	14.51	16.40	2.0%	0.38	7.4%	1.79	14.23	-13.2%
New Mersey Shopping Park	154.78	174.92	15.0%	2.82	24.5%	5.97	166.12	-5.0%
Asda, Hunts Cross	2.55	2.88	0.5%	0.09	0.5%	0.12	2.66	-7.4%
Other	1.30	1.47	0.0%	0.00	0.0%	0.00	1.47	0.0%
Sub-total within Catchment Area	**404.58**	**457.21**	**23.0%**	**4.32**	**48.1%**	**11.72**	**485.22**	**6.1%**
Outside Catchment Area (Main Destinations)								
Defined Centres								
Liverpool City Centre	762.19	861.35	40.0%	7.52	36.8%	8.96	844.87	-1.9%
Widnes Town Centre	24.36	27.53	1.0%	0.19	1.0%	0.24	27.10	-1.6%
Allerton Road District Centre	14.27	16.13	1.0%	0.19	0.5%	0.12	15.82	-1.9%
Smithdown Road North District Centre	8.32	9.40	0.5%	0.09	0.0%	0.00	9.31	-1.0%
Out-of-centre								
Edge Lane Retail Park	55.60	62.84	10.0%	1.88	0.0%	0.00	60.96	-3.0%
London Road	21.97	24.82	7.5%	1.41	1.0%	0.24	23.17	-6.6%
Gemini Retail Park, Warrington	34.59	39.09	2.0%	0.38	2.9%	0.72	38.00	-2.8%
Other	134.64	152.15	15.0%	2.82	9.8%	2.39	146.94	-3.4%
Sub-total outside Catchment Area	**1,055.94**	**1,193.32**	**77.0%**	**14.47**	**51.9%**	**12.67**	**1,166.18**	**-2.3%**
Total	**1,460.52**	**1,650.53**	**100.0%**	**18.80**	**100.0%**	**24.39**	**1,651.39**	**0.1%**

Notes:

1. Turnover Pre-development taken from Table 3
2. Turnover of Proposal taken from Table 11A and commitments from Table 8B
3. Anticipated trade diversion to proposal based on professional assumptions informed by existing shopping patterns, as identified by the Liverpool Retail and Commercial Study (2011), the type of development proposed and distribution of facilities.
4. Resultant turnover = existing turnover minus trade diversion to proposal and commitments
5. Impact = reduction in turnover after allowing for the proposed development expressed as a proportion of pre-development turnover

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TABLE 15: ANTICIPATED CUMULATIVE TRADING EFFECTS OF THE PROPOSAL AND CAINS BREWERY (CONVENIENCE GOODS) - SENSITIVITY TESTING

Destination	Turnover - Pre Development (£m)		Trade Diversion to Cains Brewery		Trade Diversion to Proposal		Turnover Post Development - 2021	Cumulative Impact
	2016	2021	(%)	(£m)	(%)	(£m)	(£m)	
Within Catchment Area								
Proposal			**2.0%**	**0.45**			**13.98**	
Cains Brewery					**3.0%**	**0.43**	**22.30**	
Defined Centres								
Speke District Centre	28.67	28.72	0.5%	0.11	12.1%	1.75	26.86	-6.5%
Woolton District Centre	26.33	26.37	3.0%	0.68	7.3%	1.05	24.64	-6.6%
Belle Vale District Centre	60.76	60.87	2.0%	0.45	9.7%	1.40	59.01	-3.0%
Garston District Centre	18.64	18.67	1.0%	0.23	1.0%	0.14	18.30	-2.0%
Aigburth Road District Centre	21.63	21.67	1.0%	0.23	2.9%	0.42	21.02	-3.0%
Hunts Cross Local Centre	4.13	4.14	0.0%	0.00	1.0%	0.14	4.00	-3.4%
Aigburth Vale Local Centre	1.49	1.50	0.0%	0.00	0.0%	0.00	1.50	0.0%
Park Road Local Centre	10.24	10.26	1.0%	0.23	1.0%	0.14	9.89	-3.6%
Smithdown Road South District Centre	65.96	66.07	12.5%	2.84	4.9%	0.70	62.53	-5.4%
Out-of-centre								
Asda, Hunts Cross	64.25	64.37	6.0%	1.36	21.8%	3.15	59.85	-7.0%
M&S New Mersey Retail Park	6.48	6.49	1.0%	0.23	0.5%	0.07	6.20	-4.5%
Sub-total within Catchment Area	**308.58**	**309.13**	**30.0%**	**6.82**	**65.1%**	**9.39**	**330.08**	**6.8%**
Outside Catchment Area (Main Destinations)								
Defined Centres								
Allerton Road	53.62	53.72	7.0%	1.59	12.1%	1.75	50.37	-6.2%
Liverpool City Centre	71.26	71.38	20.0%	4.55	2.4%	0.35	66.49	-6.9%
Wavertree High Street	17.88	17.92	0.5%	0.11	0.0%	0.00	17.80	-0.6%
Out-of-centre								
Asda, Widnes	7.00	7.01	0.0%	0.00	2.9%	0.42	6.59	-6.0%
Asda, Huyton	90.90	91.06	0.0%	0.00	1.5%	0.21	90.85	-0.2%
Morrisons, Widnes	9.52	9.54	1.0%	0.23	1.9%	0.28	9.03	-5.3%
Tesco, Allerton	56.38	56.48	6.5%	1.48	6.8%	0.98	54.02	-4.4%
Other	187.26	187.59	35.0%	7.96	7.3%	1.05	178.58	-4.8%
Sub-total outside Catchment Area	**493.82**	**494.69**	**70.0%**	**15.91**	**34.9%**	**5.04**	**473.74**	**-4.2%**
Total	**802.41**	**803.82**	**100.0%**	**22.73**	**100.0%**	**14.43**	**803.82**	**0.0%**

Notes:

1. Turnover Pre-development taken from Table 4
2. Turnover of Proposal taken from Table 11B and commitments from Table 8A
3. Anticipated trade diversion to proposal based on professional assumptions informed by existing shopping patterns, as identified by the Liverpool Retail and Commercial Study (2011), the type of development proposed and distribution of facilities.
4. Resultant turnover = existing turnover minus trade diversion to proposal and commitments
5. Impact = reduction in turnover after allowing for the proposed development and commitments expressed as a proportion of pre-development turnover

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