our ref: **TR/Q60192**
your ref: 15F/3120
email: tim.rainbird@quod.com
date: 29 February 2016

Quod

Head of Planning
Liverpool City Council
Municipal Building
Dale Street
Liverpool
L2 2DH

FAO: Nicola Gallagher

By Email

Dear Sir,

FORMER CARCRAFT SITE AND HOME BARGAINS TRAINING CENTRE, AXIS BUSINESS PARK, PORTAL WAY, LIVERPOOL, L11 0JA
PLANNING REFERENCE 15F/3120

We write on behalf of our client, T J Morris Limited (TJM), in respect of the above planning application and provide a response to the comments made by Liverpool City Council's (LCC) policy team with regard to the principle of retail in this location (correspondence dated 10 February 2016).

A separate response has been provided in respect of the request from the Council's Highways team for further information.

a) Use Class Order Restrictions

In terms of the expectation that the restrictions in the second schedule of the previous Section 106 Agreement would be re-imposed, it is worth noting that this view conflicts with the pre-application advice received at the meeting with both Mark Kitts and John Hayes from LCC in attendance.

At this meeting, it was agreed that the use of Section 106 Agreement was excessive and that a condition limiting the benefit of the training centre to TJM would suffice. This follows Central Government Planning Practice Guidance (PPG) which advocates the use of conditions over legal agreements.

Under this scenario if TJM were ever to vacate the unit, the benefit of the permission would be lost. TJM would be very happy to commit to this. Quod have a number of examples where this approach has been agreed by local planning authorities and we would be happy to suggest a suitably worded condition.

We can also confirm that our client is willing to accept a condition that links the delivery of the bulky goods units with the delivery of the training centre. This will ensure that this element of the scheme does not come forward as a standalone development, with the training centre needing to be open before the bulky goods units are brought into use.

b) Clarification

We can confirm that Paragraph 2.17 of the Planning & Retail Statement (PRS) should read *'the proposals will **not** lead to the closure of HB's other in centre stores…'* This is simply a typographical error.

As reflected elsewhere within the submitted PRS, including at paragraphs 7.22 and 7.35, TJM are committed to retaining their existing HB stores within the surrounding area.

c) Consideration of Saved Policies within the Liverpool UDP

i) Retail

It is suggested that the PRS has failed to consider 'saved' retail policies within the UDP or their conformity with the NPPF.

The Liverpool UDP was adopted in November 2002. Paragraph 214 of the NPPF states that decision takers may continue to give full weight to relevant Development Plan documents adopted under the Planning and Compulsory Act since 2004. The current UDP was adopted prior to 2004. Therefore, very little weight can be given to its 'saved' policies, particularly where they are inconsistent with national policy.

'Saved' Policy S12 ('Out of Centre Retailing') reflects the NPPF as it requires both the sequential and impact tests to be undertaken. Both these matters have been fully addressed within the PRS. Likewise, the criterion relating to traffic and accessibility has also been assessed in the submitted Transport Statement. However, references to 'need' and cumulative impact are not consistent with national policy and therefore are not relevant to the determination of the application.

Given the date when the UDP was adopted and its inconsistency with national policy, the principle of retail development in this location should be assessed against the requirements of the NPPF. This was confirmed by John Hayes during pre-application discussions. This requires the sequential approach and impact test to be addressed. Both these requirements have been considered in detail within the submitted PRS. By not referring to the out of date retail policies of the UDP in no way undermines the robustness of the assessment undertaken.

ii) Industrial Areas

It is suggested that the criteria of 'Saved' Policy E1 ('Primarily Industrial Areas') have not been fully addressed. This specific policy was considered as part of the PRS; we demonstrated that the proposal is in accordance with it. Notwithstanding, for completeness, we set out below a further response to each of the criterion.

i. The Council has accepted non industrial uses in this location through allowing Carcraft (a sui generis use) to operate. Indeed, the supporting text to Saved Policy E1 (para. 6.26) recognises that there are occasions when individual proposals for alternative uses will be appropriate.

   Furthermore, retail (Class A1), along with B Use Classes, are defined by the NPPF (Annex 2) as economic development. Consequently, the application will ensure economic activity continues in a location that has remained vacant for almost two years. The proposal also has the potential to act as a catalyst for further investment in this location.

ii. The site was formerly in use as a car hypermarket, which is a quasi-retail use, which is sui generis. As such, the proposed development will not lead to the loss of industrial/business uses, or prejudice the long term development of the area for such uses. The area will remain primarily for industrial/business uses in accordance with Saved Policy E1.

iii. The proposal is not for a warehouse in the City Centre so this criterion is not relevant in this instance.

iv. A full Transport Statement has been submitted in support of the application. This has been revised in order to take on board comments received from the Council's Highways Officer and demonstrates that the proposal is acceptable.

   No existing businesses will be affected by the proposed development, and there are no residential properties nearby that could be impacted upon by the proposal.

v. All other relevant policies have been fully addressed as part of the application and summarised within the PRS. This demonstrates that the proposal would not conflict with other polices within the Plan.

Against this background, the proposal accords with UDP 'Saved' Policy E1.

d) <u>Job Creation</u>

It is disappointing that the Policy response does not give any weight to the creation of jobs at a site that has lain vacant since 2014. To this end, it is critical that the decision taker considers actual job creation, not the theoretical job creation that might arise from a tenant which does not exist.

There has been no interest from any car hypermarkets to re-occupy the existing floorspace. The suggestion that the car hypermarket can re-open tomorrow is theoretically possible given the site's lawful use, but it is not possible in commercial terms. Retaining the site in its current use will only lead to it continuing to be vacant, offering nothing to the local economy.

One of the core objectives of the NPPF is to encourage economic growth and create jobs. The application proposal will bring back into use a site that has been vacant for almost two years and in doing so TJM will generate yet more jobs for Liverpool residents.

Job creation is an important benefit associated with the proposal that should be given appropriate weight. The current proposal presents a real and positive opportunity that accords with the NPPF and Saved Policy E1 of the Liverpool UDP.

e) <u>Viability</u>

Criticism is levied at the absence of a viability assessment to demonstrate that uses other than retail would not be viable in this location. However, there is no policy requirement to test viability in support of an application to convert a sui generis use to a retail use, at either a national or local level. It would be plainly wrong to suggest that a failure to consider viability should lead to a conclusion that policy has not been complied with. The two relevant tests necessary to support the principle of retail development in this location (sequential approach and impact test) have been fully addressed.

In terms of the sequential approach, recent legal Judgments and Secretary of State decisions have established there is no requirement to consider disaggregating constituent elements of a retail scheme. Therefore, any alternative site will need to be capable of accommodating the development proposed (having regard for flexibility) and meeting the same need. In this respect, there are no sites available, suitable and viable for the proposal. The lack of alternative sites in the local area for retail development is reflected by the fact that LCC granted consent in November 2015 for an out of centre Aldi at Rice Lane (Ref. 15F/1129), which is located within the catchment area of the proposal. In considering the sequential approach, the Committee Report confirmed that there are no sequentially preferable sites available to accommodate the scale of development being proposed (1,784 square metres). This level of floorspace compares to c. 6,200 square metres (including over 4,000 square metres of bulky retail floorspace) being proposed by TJM.

It has also been demonstrated that the retail uses being proposed will not lead to a significant adverse impact on the vitality and viability of existing centres or future investment.

Viability of other uses is simply not relevant. Compliance with the relevant policies has also been demonstrated.

f) <u>Retail Impact</u>

In terms of retail impact we deal with each of the key points raised below with reference to the relevant paragraph numbers referred to by LCC provided in brackets. This response is supported by updated retail tables which are enclosed.

- (Paragraph 7.7) The retail element of the proposal is ancillary to the use of the building as a training centre. This is confirmed throughout the submitted PRS, including at paragraphs 6.15, 7.8 and 9.6.

  The ancillary nature of the retail area to the training centre is recognised in the Section 106 Agreement for the existing consent (referred to within the PRS). This ancillary role will continue should planning permission be granted for the enlarged training centre. It is in this context that the proposal needs to be considered against relevant planning policy.

- (Paragraph 7.8) The turnover of the proposed training centre has been based on direct discussions with the retailer (who is notably the Applicant) and reflects the type of floorspace being proposed (i.e. retail floorspace ancillary to the training centre that will be used to trial new products, different formats, etc.). It also reflects the local catchment characteristics and the existing provision of HB stores in the local area, including stores in Walton Vale and Kirkby, which influence the extent of the store's catchment. In addition, it is widely recognised that larger stores trade at a lower sales density than smaller stores. The scale of unit proposed (3,291 square metres net) is at the higher end of stores within HB's portfolio, but the retailer is opening more and more larger stores making it important to have a training centre that is consistent with the new store roll out.

Taking into account the above factors a sales density of £2,500 per square metre for the HB unit provides a robust basis in assessing the potential turnover of the proposal. Nevertheless, we have undertaken 'sensitivity' analysis based on applying the higher sales density figure of £6,419 per square metres for HB as being suggested within the LCC response.

- (Paragraph 7.10) The convenience and comparison figures put forward in the PRS for both existing and proposed HB's floorspace are correct. In order to adopt a robust approach, it has been assumed that all the net sales floorspace (3,291 square metres) could be for the sale of comparison goods.

  In addition our assessment assumes that up to 30% of the gross floorspace (or 1,097 square metres) could be for the sale of food and drink. However, at certain periods the level of floorspace dedicated to the sale of food and drink goods may be less, meaning the residual floorspace will be for the sale of non-food goods. Therefore, to allow flexibility, which is particularly important given that the store will be linked to the training centre, the maximum level of floorspace that could be provided (both non-food and food and drink goods) has been tested. This represents a very robust approach to adopt and means that the overall turnover of HB has been overstated by over £2 million. Consequently, the modest levels of impact identified by applying this approach will in fact be much lower. This is an important factor to take into account when considering the trading effects identified.

- (Paragraph 7.11) For the reasons set out above there is no shortfall in turnover as being suggested.

- (Paragraph 7.12) We can confirm that TJM would accept a condition restricting the level of floorspace to be used for the sale of food and drink to no more than 1,097 square metres of the total net sales area of 3,291 square metres.

- (Paragraph 7.13) In terms of the potential sales density of the proposed bulky goods units, reference to a sales density of £15,679 per square metre for Hughes Electrical should be given no weight and is erroneous. It is understood that this has been derived from Mintel Retail Rankings, which identifies that the 48 stores operated by Hughes Electrical collectively achieve a combined sales area of just 7,000 square metres. Mintel acknowledges the sales area to be an estimate and this level of floorspace equates to an average sales area of just 146 square metres per unit. Based on our knowledge of the Hughes Electrical portfolio their stores are much larger than this. Accordingly, the sales density identified by Mintel, and referred to in the policy response, is incorrect.

  Instead, the approach we have adopted in assessing the potential turnover of the proposed bulky goods units is reflective of established practice and has been reflected in a number of planning applications considered by LCC. For example, in considering an application for the creation of bulky goods units at Edge Lane (LPA Ref. 13F/2313) the applicant put forward a bulky goods sales density of £2,500 per square metre, which is lower than the figure used for our approach (£3,210 per square metre). It is our understanding that this figure was not disputed by the Council, and planning permission was granted in March 2015.

  Against this background, the approach adopted is reasonable and consistent with the approach of LCC in determining similar planning applications elsewhere in the City.

- (Paragraph 7.23) the updated impact assessment includes an assessment of the overall impact (i.e. convenience and comparison goods) on the vitality and viability of surrounding centres. As indicated within the PRS (para. 7.24) such an approach means that the limited levels of impact set out in the PRS are even lower.

  In terms of assessing cumulative impact, it is important to note that following the publication of the NPPF in 2012, there is no longer a specific policy requirement for such an assessment to be undertaken.

  Whilst reference is made to cumulative effects of recent developments within the Planning Practice Guidance (para. 016), this is in the context of setting locally set thresholds not in the determination of planning applications. Although 'Saved' Policy S6 of the Liverpool UDP outlines that a cumulative impact assessment is required, this policy was set against a different national policy framework (PPG6), which required cumulative impact to be considered. In the same way that retail 'need' no longer needs to be considered (also a criterion of Policy S6), an assessment of cumulative impact is no longer an explicit policy requirement – as confirmed by national policy.

  Notwithstanding, for robustness and without prejudice to the fact that such an assessment is not required by policy, as part of the additional retail analysis we have considered the potential cumulative impact of the proposal and outstanding commitments within the defined catchment area. The commitments that have been taken into account as part of this exercise have been agreed with LCC. Discussions with Officers within the neighbouring authority of Knowsley Council have also taken place and confirmed that the principal commitment within Kirkby was the comprehensive phased redevelopment of land at Cherryfield Drive. However, it is understood that the approved scheme, led by Tesco, is no longer coming forward in its current form, and a revised scheme will come forward by new developers in the future. No application has yet been submitted. Therefore, the planned comprehensive redevelopment of the town centre (which will not be prejudiced by the application proposal) has not been included within our cumulative impact assessment. This again represents a robust approach as by allowing for a significant expansion of Kirkby's retail offer, the positive benefits for the Town Centre resulting from this will more than offset the negligible impact resulting from the application proposal.

- (Paragraph 7.47) The PRS does consider the impact of the overall scheme. Reference is simply made to the retail element being bulky goods led retail development as this represents the bulk in uplift in retail turnover resulting from the application proposal.

  In this respect, there is no evidence to suggest that the proposal, either in isolation or together with outstanding commitments, is likely to have a significant adverse impact on future investment elsewhere. The proposal seeks to provide a bigger HB training centre, and two bulky goods retail units that will principally compete with other out of centre destinations. Such uses will not undermine in-centre investment coming forward in the future.

- (Paragraph 7.52) Whilst we acknowledge that the former Carcraft unit is not retail (classed as sui generis) this reference reflects the fact that retail currently exists in this broad location with the existing HB store that this proposal is seeking to replace.

Based on the updated analysis undertaken (including the sensitivity testing) the table below provides a summary of the anticipated impacts on existing centres by 2020.

Centre	Solus Impact		Cumulative Impact	
	Baseline	Sensitivity	Baseline	Sensitivity
Kirkby town centre	-2.2%	-3.8%	-2.2%	-3.8%
Walton Vale district centre	-1.5%	-2.5%	-5.7%	-6.6%
Bootle town centre	-0.7%	-1.1%	-0.9%	-1.4%
West Derby local centre	-0.4%	-0.7%	-4.0%	-4.3%
Liverpool city centre	-0.4%	-0.7%	-0.7%	-0.9%
Broadway district centre	-0.1%	-0.3%	-6.1%	-6.2%
County Road district centre	-0.1%	-0.3%	-3.2%	-3.3%

Source: Table 9, Table 13, Table 15 and Table 16

This analysis demonstrates that the impact on existing centres will continue to be limited and not at a level that is likely to lead to a significant adverse impact. Even based on assuming a higher sales density for HB's training centre, the identified trading effects of the proposal will remain insignificant.

Whilst the proposal is identified to have the highest impact on Kirkby town centre, this is not significant (up to 3.8%) and is overstated due to the robust approach we have applied in estimating the turnover of HB. Such an impact will not undermine the long-term vitality and viability of the town centre. Importantly, HB are already trading in Kirkby town centre and this will continue alongside the current proposal, and they are strengthening this offer by relocating to larger premises by occupying the Co-op store on St Chad's Parade. Likewise, the type of development being proposed will not undermine the longer term redevelopment of the town centre likely to come forward by St Modwen following Tesco's decision to no longer proceed with their foodstore-led redevelopment scheme.

Whilst the level of impact increases when taking into account the cumulative impact of outstanding commitments, this remains limited. Furthermore, the bulk of the cumulative impact will be as a consequence of outstanding commitments granted by LCC rather than the application proposal itself. For example, of the impact identified to fall on Walton Vale district centre, the bulk of expenditure diverted from the centre (c. 75%) is as a consequence of outstanding commitments rather than the application proposal. Any additional impact as a result of the proposal will be limited and will not undermine the position the Council has already deemed acceptable in granting other retail schemes in the local area.

Overall, we maintain that the scale and type of development being proposed will not lead to a significant adverse impact (the policy test). This is supported by the additional analysis undertaken, including the 'sensitivity' analysis, and confirms that the findings of the PRS are robust and can be relied upon in considering the trading effects of the proposal.

g) Summary

Relevant planning policy has been considered in detail within both the PRS and this response. It remains that there is no reason why planning permission should not be granted. All relevant planning policy has been considered and addressed and it has been demonstrated that the proposal is in accordance with it.

We trust this additional information and clarification provided is of assistance in the local authority's determination of the application. However, should you wish to discuss any matter further please do not hesitate to contact us.

Yours faithfully,

Tim Rainbird
Director

Enc.

cc: T J Morris Limited

AXIS BUSINESS PARK, PORTAL WAY (REVISED TABLES)

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

		Zone 5	Zone 6	Zone 11	Total
	2014				
Expenditure per head (£)		*1,884*	*1,952*	*1,886*	*-*
	2015				
Population		38,188	59,335	57,871	155,394
Expenditure per head (£)		1,876	1,944	1,878	1,903
Total Expenditure (£m)		**71.65**	**115.36**	**108.69**	**295.69**
	2020				
Population		38,617	59,822	58,381	156,820
Expenditure per head (£)		1,867	1,934	1,869	1,893
Total Expenditure (£m)		**72.09**	**115.72**	**109.10**	**296.91**
Expenditure Growth - 2015 to 2020 (£m)		0.44	0.37	0.41	1.22

Notes:

1. Catchment Area represents Zone 5, Zone 6 and Zone 11 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 2013 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

AT 2014 PRICES

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

		Zone 5	Zone 6	Zone 11	Total
	2014				
Expenditure per head (£)		*2,229*	*2,422*	*2,257*	*-*
	2015				
Population		38,188	59,335	57,871	155,394
Expenditure per head (£)		2,334	2,535	2,363	2,422
Total Expenditure (£m)		**89.12**	**150.44**	**136.77**	**376.33**
	2020				
Population		38,617	59,822	58,381	156,820
Expenditure per head (£)		2,599	2,824	2,632	2,697
Total Expenditure (£m)		**100.38**	**168.94**	**153.68**	**423.00**
Expenditure Growth - 2015 to 2020 (£m)		11.26	18.50	16.91	46.67

Notes:

1. Catchment Area represents Zone 5, Zone 6 and Zone 11 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 2013 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 5		Zone 6		Zone 11		Total within Catchment Area		Proportion of Turnover derived from Catchment	Overall Turnover (£m)
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)		
Within Catchment Area										
Defined Centres										
Kirkby Town Centre	1.00%	0.89	0.28%	0.43	7.99%	10.93	**3.25%**	**12.24**	80%	**15.30**
Walton Vale District Centre	6.42%	5.72	2.65%	3.99	0.87%	1.19	**2.90%**	**10.90**	50%	**21.80**
West Derby Village Local Centre	0.00%	0.00	1.88%	2.82	0.00%	0.00	**0.75%**	**2.82**	75%	**3.76**
Broadway District Centre	0.00%	0.00	0.65%	0.98	0.00%	0.00	**0.26%**	**0.98**	45%	**2.19**
Out-of-centre										
Tesco, Deysbrook	0.00%	0.00	0.64%	0.97	0.04%	0.06	**0.27%**	**1.03**	90%	**1.14**
Rice Lane Retail Park	0.32%	0.28	0.00%	0.00	0.00%	0.00	**0.08%**	**0.28**	40%	**0.71**
Sub-total within Catchment Area	**7.74%**	**6.90**	**6.11%**	**9.19**	**8.90%**	**12.17**	**7.51%**	**28.26**	-	**44.90**
Outside Catchment Area (Main Destinations)										
Defined Centres										
Liverpool City Centre	40.29%	35.90	48.22%	72.54	36.43%	49.82	**42.06%**	**158.27**	20%	**791.35**
Bootle Town Centre	6.43%	5.73	0.70%	1.05	0.86%	1.17	**2.11%**	**7.96**	20%	**39.78**
St Helens Town Centre	0.24%	0.22	0.52%	0.79	4.21%	5.76	**1.80%**	**6.76**	40%	**16.90**
Southport Town Centre	0.85%	0.75	0.44%	0.66	1.41%	1.93	**0.89%**	**3.34**	35%	**9.55**
Huyton Town Centre	0.00%	0.00	1.06%	1.59	0.77%	1.05	**0.70%**	**2.65**	15%	**17.64**
Prescot Town Centre & Retail Parks	0.08%	0.07	2.08%	3.13	7.12%	9.74	**3.44%**	**12.94**	45%	**28.76**
Widnes Town Centre	0.68%	0.61	0.10%	0.15	0.30%	0.41	**0.31%**	**1.16**	5%	**23.29**
County Road District Centre	0.90%	0.80	0.20%	0.30	0.00%	0.00	**0.29%**	**1.10**	20%	**5.49**
Old Swan District Centre	0.00%	0.00	1.53%	2.30	0.42%	0.57	**0.76%**	**2.87**	10%	**28.69**
Speke District Centre	1.53%	1.36	5.39%	8.11	1.62%	2.21	**3.10%**	**11.68**	7%	**166.85**
Knotty Ash Local Centre	0.00%	0.00	0.69%	1.03	0.12%	0.16	**0.32%**	**1.20**	45%	**2.66**
Out-of-centre										
New Mersey Shopping Park	1.71%	1.53	3.26%	4.91	0.74%	1.01	**1.98%**	**7.44**	5%	**148.89**
Aintree Racecourse Retail Park	29.97%	26.70	11.75%	17.68	28.64%	39.18	**22.20%**	**83.56**	55%	**151.92**
Edge Lane Retail Park	0.00%	0.00	4.97%	7.48	0.21%	0.29	**2.07%**	**7.78**	15%	**51.85**
London Road	0.77%	0.68	1.51%	2.26	0.66%	0.91	**1.03%**	**3.86**	20%	**19.29**
Asda, Utting Avenue	0.89%	0.79	3.55%	5.33	0.25%	0.34	**1.72%**	**6.46**	50%	**12.93**
Asda, Aintree	2.49%	2.22	0.26%	0.39	2.05%	2.80	**1.44%**	**5.41**	35%	**15.46**
Switch Island Retail Park	0.85%	0.75	0.00%	0.00	0.36%	0.50	**0.33%**	**1.25**	60%	**2.09**
Gemini Retail Park, Warrington	0.98%	0.87	1.55%	2.33	0.91%	1.24	**1.18%**	**4.45**	15%	**29.64**
Other	3.61%	3.22	6.12%	9.21	4.03%	5.51	**4.77%**	**17.93**	10%	**179.33**
Sub-total outside Catchment Area	**92.26%**	**82.22**	**93.89%**	**141.25**	**91.10%**	**124.60**	**92.49%**	**348.07**	-	**1,742.36**
Total	100.00%	89.12	100.00%	150.44	100.00%	136.77	**100.00%**	**376.33**	-	**1,787.26**

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 (BULKY GOODS ONLY)

Destination	Zone 5		Zone 6		Zone 11		Total within Catchment Area	
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)
Within Catchment Area								
Defined Centres								
Kirkby Town Centre	1.00%	0.73	0.28%	0.00	7.99%	4.49	**3.30%**	**5.22**
Walton Vale District Centre	6.42%	3.40	2.65%	2.95	0.87%	0.85	**4.56%**	**7.21**
West Derby Village Local Centre	0.00%	0.00	1.88%	1.70	0.00%	0.00	**1.07%**	**1.70**
Broadway District Centre	0.00%	0.00	0.65%	0.16	0.00%	0.00	**0.10%**	**0.16**
Out-of-centre								
Tesco, Deysbrook	0.00%	0.00	0.64%	0.67	0.04%	0.00	**0.42%**	**0.67**
Rice Lane Retail Park	0.32%	0.14	0.00%	0.00	0.00%	0.00	**0.09%**	**0.14**
Sub-total within Catchment Area	**7.74%**	**4.28**	**6.11%**	**5.48**	**8.90%**	**5.34**	**9.55%**	**15.10**
Outside Catchment Area (Main Destinations)								
Defined Centres								
Liverpool City Centre	40.29%	6.68	48.22%	16.72	36.43%	9.13	**20.58%**	**32.53**
Bootle Town Centre	6.43%	2.20	0.70%	0.35	0.86%	0.42	**1.88%**	**2.97**
St Helens Town Centre	0.24%	0.14	0.52%	0.16	4.21%	3.15	**2.19%**	**3.46**
Southport Town Centre	0.85%	0.00	0.44%	0.00	1.41%	0.15	**0.09%**	**0.15**
Huyton Town Centre	0.00%	0.00	1.06%	0.52	0.77%	0.14	**0.41%**	**0.65**
Prescot Town Centre & Retail Parks	0.08%	0.00	2.08%	1.21	7.12%	3.76	**3.14%**	**4.97**
Widnes Town Centre	0.68%	0.31	0.10%	0.00	0.30%	0.14	**0.28%**	**0.45**
County Road District Centre	0.90%	0.59	0.20%	0.00	0.00%	0.00	**0.38%**	**0.59**
Old Swan District Centre	0.00%	0.00	1.53%	1.18	0.42%	0.00	**0.75%**	**1.18**
Speke District Centre	1.53%	0.80	5.39%	5.30	1.62%	0.71	**4.31%**	**6.81**
Knotty Ash Local Centre	0.00%	0.00	0.69%	0.83	0.12%	0.00	**0.53%**	**0.83**
Out-of-centre								
New Mersey Shopping Park	1.71%	0.66	3.26%	2.13	0.74%	0.73	**2.22%**	**3.51**
Aintree Racecourse Retail Park	29.97%	18.04	11.75%	13.76	28.64%	28.25	**37.99%**	**60.05**
Edge Lane Retail Park	0.00%	0.00	4.97%	6.66	0.21%	0.28	**4.40%**	**6.95**
London Road	0.77%	0.14	1.51%	1.53	0.66%	0.68	**1.49%**	**2.35**
Asda, Utting Avenue	0.89%	0.56	3.55%	3.16	0.25%	0.14	**2.44%**	**3.86**
Asda, Aintree	2.49%	1.26	0.26%	0.16	2.05%	1.09	**1.59%**	**2.52**
Switch Island Retail Park	0.85%	0.00	0.00%	0.00	0.36%	0.28	**0.18%**	**0.28**
Gemini Retail Park, Warrington	0.98%	0.17	1.55%	0.71	0.91%	0.43	**0.83%**	**1.32**
Other	3.61%	1.60	6.12%	3.32	4.03%	2.63	**4.78%**	**7.55**
Sub-total outside Catchment Area	**92.26%**	**33.15**	**93.89%**	**57.70**	**91.10%**	**52.10**	**90.45%**	**142.96**
Total	100.00%	37.43	100.00%	63.18	100.00%	57.44	**100.00%**	**158.06**

Notes:

1. Market Shares taken from Liverpool Retail and Commercial Leisure Study (November 2011) rebased to exclude 'Mail Order/Catalogue' and 'Internet'. Survey results for 'Furniture/Floorcovering/DIY' and 'Electrical' goods only, as identified by the household survey
2. Turnover = market share x available expenditure by zone (for bulky goods only, which is identified to represent approximately 42% of total comparison expenditure)

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TABLE 5: TURNOVER OF EXISTING RETAIL FACILITIES WITHIN AND OUTSIDE CATCHMENT AREA (CONVENIENCE GOODS)

Destination	Zone 5 (%)	Zone 5 (£m)	Zone 6 (%)	Zone 6 (£m)	Zone 11 (%)	Zone 11 (£m)	Total within Catchment Area (%)	Total within Catchment Area (£m)	Proportion of Turnover derived from Catchment	Overall Turnover (£m)
Within Catchment Area										
Defined Centres										
Kirkby Town Centre	0.68%	0.49	0.28%	0.33	8.49%	9.23	**3.40%**	**10.04**	85%	**11.81**
Walton Vale District Centre	14.29%	10.24	0.32%	0.37	0.27%	0.29	**3.69%**	**10.90**	50%	**21.80**
West Derby Village Local Centre	0.48%	0.34	6.25%	7.20	0.00%	0.00	**2.55%**	**7.55**	65%	**11.61**
Broadway District Centre	0.95%	0.68	7.07%	8.16	0.72%	0.78	**3.25%**	**9.62**	80%	**12.03**
Out-of-centre										
Tesco, Deysbrook	0.43%	0.31	17.76%	20.49	0.56%	0.61	**7.24%**	**21.41**	90%	**23.79**
Rice Lane Retail Park	22.35%	16.01	0.16%	0.19	0.00%	0.00	**5.48%**	**16.20**	65%	**24.92**
Other	0.68%	0.49	0.00%	0.00	0.00%	0.00	**0.16%**	**0.49**	90%	**0.54**
Sub-total within Catchment Area	**39.85%**	**28.55**	**31.84%**	**36.73**	**10.05%**	**10.92**	**25.77%**	**76.20**	-	**106.50**
Outside Catchment Area (Main Destinations)										
Defined Centres										
Liverpool City Centre	2.02%	1.45	2.80%	3.23	1.70%	1.85	**2.21%**	**6.53**	10%	**65.30**
Bootle Town Centre	3.09%	2.22	0.00%	0.00	0.27%	0.29	**0.85%**	**2.51**	15%	**16.74**
Prescot Town Centre & Retail Parks	0.00%	0.00	2.45%	2.82	10.28%	11.17	**4.73%**	**13.99**	55%	**25.44**
County Road District Centre	1.58%	1.13	0.44%	0.51	0.24%	0.26	**0.64%**	**1.90**	10%	**19.03**
Old Swan District Centre	0.87%	0.62	8.64%	9.97	0.27%	0.29	**3.68%**	**10.89**	15%	**72.58**
Speke District Centre	1.11%	0.80	0.00%	0.00	0.27%	0.29	**0.37%**	**1.09**	5%	**21.82**
Knotty Ash Local Centre	0.00%	0.00	11.75%	13.55	0.53%	0.58	**4.78%**	**14.13**	30%	**47.09**
Out-of-centre										
London Road	0.00%	0.00	0.28%	0.32	0.00%	0.00	**0.11%**	**0.32**	10%	**3.23**
Asda, Utting Avenue	6.12%	4.38	18.90%	21.80	1.48%	1.61	**9.40%**	**27.79**	40%	**69.48**
Asda, Aintree	19.07%	13.66	2.29%	2.64	22.43%	24.38	**13.76%**	**40.68**	45%	**90.41**
Asda, Huyton	0.00%	0.00	3.63%	4.18	3.80%	4.13	**2.81%**	**8.31**	10%	**83.09**
Other	26.29%	18.84	16.98%	19.59	48.68%	52.91	**30.89%**	**91.34**	10%	**913.40**
Sub-total outside Catchment Area	**60.15%**	**43.10**	**68.16%**	**78.62**	**89.95%**	**97.77**	**74.23%**	**219.49**	-	**1,427.60**
Total	100.00%	71.65	100.00%	115.35	100.00%	108.69	**100.00%**	**295.69**	-	**1,534.09**

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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AXIS BUSINESS PARK, PORTAL WAY (REVISED TABLES)

TABLE 6A: POTENTIAL TURNOVER OF PROPOSAL (COMPARISON)

Unit	Floorspace (sq m)		Sales Density	Expected Turnover (£m)	
	Gross Internal Area	Net Sales	(£ per sq m)	2015	2020
Unit 1 (Home Bargains)					
Existing	*1,533*	*1,380*	*2,500*	*3.45*	3.85
Proposed	*3,657*	*3,291*	*2,500*	*8.23*	9.17
Uplift	***2,124***	***1,912***	**-**	***4.78***	***5.33***
Unit 2 (Bulky goods)	2,035	1,628	3,210	5.23	5.83
Unit 3 (Bulky goods	2,062	1,650	3,210	5.30	5.90
Total	6,221	5,189	-	15.30	17.06

Notes:

1. Net floorspace based on 90% of the gross internal area for Home Bargains and 80% for the proposed bulky goods retailers
2. Sales density based on information provided by Home Bargains and typical sales density for leading bulky goods retailers
3. Turnover post 2015 increased by an annual sales density identified by Experian (Figure 4b, Retail Planner Briefing Note 13, October 2015)

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TABLE 6B: POTENTIAL TURNOVER OF PROPOSAL (CONVENIENCE)

Unit	Floorspace (sq m)		Sales Density	Expected Turnover (£m)	
	Gross Internal Area	Net Sales	(£ per sq m)	2015	2020
Unit 1 (Home Bargains)					
Existing	*1,533*	*460*	*2,500*	*1.15*	*1.14*
Proposed	*3,657*	*1,097*	*2,500*	*2.74*	*2.72*
Uplift	2,124	637	-	1.59	1.58

Notes:

1. Net floorspace based on 90% of the gross internal area
2. Up to 30% of total floorspace will be for the sale of food and drink
3. Sales density based on information provided by Home Bargains and typical sales density for leading bulky goods retailers
4. Turnover post 2015 increased by an annual sales density identified by Experian (Figure 4a, Retail Planner Briefing Note 13, October 2015)

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TABLE 7: ANTICIPATED TRADING EFFECTS OF THE PROPOSAL (COMPARISON GOODS)

Destination	Turnover - Pre Development (£m)		Trade Diversion to Proposal (Bulky Goods Units)		Trade Diversion to Proposal (Home Bargains)		Trade Diversion to Proposal		Turnover Post Development - 2020	Impact
	2015	2020	(%)	(£m)	(%)	(£m)	(%)	(£m)	(£m)	
Within Catchment Area										
Proposal									**17.06**	
Defined Centres										
Kirkby Town Centre	15.30	17.20	3.0%	0.35	5.0%	0.27	3.6%	0.62	16.58	-3.6%
Walton Vale District Centre	21.80	24.50	3.5%	0.41	4.5%	0.24	3.8%	0.65	23.85	-2.7%
West Derby Village Local Centre	3.76	4.23	0.3%	0.03	0.5%	0.03	0.3%	0.06	4.17	-1.3%
Broadway District Centre	2.19	2.46	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.46	0.0%
Out-of-centre										
Tesco, Deysbrook	1.14	1.28	0.0%	0.00	0.3%	0.01	0.1%	0.01	1.27	-1.0%
Rice Lane Retail Park	0.71	0.80	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.80	0.0%
Sub-total within Catchment Area	**44.90**	**50.47**	**6.8%**	**0.79**	**10.3%**	**0.55**	**7.8%**	**1.34**	**66.19**	**31.1%**
Outside Catchment Area (Main Destinations)										
Defined Centres										
Liverpool City Centre	791.35	889.50	21.5%	2.52	25.0%	1.33	22.6%	3.85	885.64	-0.4%
Bootle Town Centre	39.78	44.72	2.0%	0.23	3.0%	0.16	2.3%	0.39	44.32	-0.9%
St Helens Town Centre	16.90	18.99	1.5%	0.18	2.0%	0.11	1.7%	0.28	18.71	-1.5%
Southport Town Centre	9.55	10.74	0.0%	0.00	0.0%	0.00	0.0%	0.00	10.74	0.0%
Huyton Town Centre	17.64	19.83	0.3%	0.03	0.3%	0.01	0.3%	0.04	19.79	-0.2%
Prescot Town Centre & Retail Parks	28.76	32.33	4.0%	0.47	6.0%	0.32	4.6%	0.79	31.54	-2.4%
Widnes Town Centre	23.29	26.18	0.0%	0.00	0.0%	0.00	0.0%	0.00	26.18	0.0%
County Road District Centre	5.49	6.17	0.0%	0.00	0.5%	0.03	0.2%	0.03	6.14	-0.4%
Old Swan District Centre	28.69	32.25	0.0%	0.00	0.3%	0.01	0.1%	0.01	32.23	0.0%
Speke District Centre	166.85	187.54	2.0%	0.23	3.0%	0.16	2.3%	0.39	187.15	-0.2%
Knotty Ash Local Centre	2.66	2.99	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.99	0.0%
Out-of-centre										
New Mersey Shopping Park	148.89	167.35	3.0%	0.35	2.5%	0.13	2.8%	0.49	166.87	-0.3%
Aintree Racecourse Retail Park	151.92	170.76	47.5%	5.57	37.5%	2.00	44.4%	7.57	163.19	-4.4%
Edge Lane Retail Park	51.85	58.28	2.0%	0.23	0.3%	0.01	1.5%	0.25	58.03	-0.4%
London Road	19.29	21.68	1.8%	0.21	0.8%	0.04	1.4%	0.25	21.44	-1.1%
Asda, Utting Avenue	12.93	14.53	1.5%	0.18	2.0%	0.11	1.7%	0.28	14.25	-1.9%
Asda, Aintree	15.46	17.38	2.5%	0.29	3.5%	0.19	2.8%	0.48	16.90	-2.8%
Switch Island Retail Park	2.09	2.34	0.3%	0.03	0.3%	0.01	0.3%	0.04	2.30	-1.8%
Gemini Retail Park, Warrington	29.64	33.32	1.0%	0.12	1.0%	0.05	1.0%	0.17	33.15	-0.5%
Other	179.33	201.58	2.5%	0.29	2.0%	0.11	2.3%	0.40	201.18	-0.2%
Sub-total outside Catchment Area	**1,742.36**	**1,958.45**	**93.3%**	**10.94**	**89.8%**	**4.78**	**92.2%**	**15.72**	**1,942.73**	**-0.8%**
Total	1,787.26	2,008.93	100.0%	11.73	100.0%	5.33	100.0%	17.06	2,008.93	0.0%

Notes:

1. Turnover Pre-development taken from Table 3
2. Turnover of Proposal taken from Table 6A
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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AXIS BUSINESS PARK, PORTAL WAY (REVISED TABLES)

TABLE 8: ANTICIPATED TRADING EFFECTS OF THE PROPOSAL (CONVENIENCE GOODS)

Destination	Turnover - Pre Development (£m) 2015	Turnover - Pre Development (£m) 2020	Trade Diversion to Proposal (Home Bargains) (%)	Trade Diversion to Proposal (Home Bargains) (£m)	Turnover Post Development - 2020 (£m)	Impact
Within Catchment Area						
Proposal					**1.58**	
Defined Centres						
Kirkby Town Centre	11.81	11.86	2.0%	0.03	11.83	-0.3%
Walton Vale District Centre	21.80	21.89	3.0%	0.05	21.85	-0.2%
West Derby Village Local Centre	11.61	11.66	0.5%	0.01	11.65	-0.1%
Broadway District Centre	12.03	12.08	1.0%	0.02	12.06	-0.1%
Out-of-centre						
Tesco, Deysbrook	23.79	23.88	12.5%	0.20	23.69	-0.8%
Rice Lane Retail Park	24.92	25.02	7.5%	0.12	24.90	-0.5%
Other	0.54	0.54	0.0%	0.00	0.54	0.0%
Sub-total within Catchment Area	**106.50**	**106.94**	**26.5%**	**0.42**	**108.10**	**1.1%**
Outside Catchment Area (Main Destinations)						
Defined Centres						
Liverpool City Centre	65.30	65.57	7.5%	0.12	65.45	-0.2%
Bootle Town Centre	16.74	16.81	1.0%	0.02	16.79	-0.1%
Prescot Town Centre & Retail Parks	25.44	25.54	5.0%	0.08	25.47	-0.3%
County Road District Centre	19.03	19.11	0.0%	0.00	19.11	0.0%
Old Swan District Centre	72.58	72.88	1.0%	0.02	72.87	0.0%
Speke District Centre	21.82	21.91	1.0%	0.02	21.89	-0.1%
Knotty Ash Local Centre	47.09	47.28	0.5%	0.01	47.27	0.0%
Out-of-centre						
London Road	3.23	3.24	0.0%	0.00	3.24	0.0%
Asda, Utting Avenue	69.48	69.77	10.0%	0.16	69.61	-0.2%
Asda, Aintree	90.41	90.78	12.5%	0.20	90.58	-0.2%
Asda, Huyton	83.09	83.43	5.0%	0.08	83.35	-0.1%
Other	913.40	917.17	30.0%	0.47	916.70	-0.1%
Sub-total outside Catchment Area	**1,427.60**	**1,433.50**	**73.5%**	**1.16**	**1,432.34**	**-0.1%**
Total	1,534.09	1,540.43	100.0%	1.58	1,540.43	0.0%

Notes:

1. Turnover Pre-development taken from Table 5
2. Turnover of Proposal taken from Table 6B
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 9: ANTICIPATED TRADING EFFECTS OF THE PROPOSAL (CONVENIENCE AND COMPARISON GOODS)

Destination	Turnover - Pre Development (£m)		Trade Diversion to Proposal		Turnover Post Development - 2020	Impact
	2015	2020	(%)	(£m)	(£m)	
Within Catchment Area						
Proposal					**18.64**	
Defined Centres						
Kirkby Town Centre	27.12	29.06	3.5%	0.65	28.41	-2.2%
Walton Vale District Centre	43.60	46.40	3.7%	0.70	45.70	-1.5%
West Derby Village Local Centre	15.37	15.89	0.3%	0.06	15.82	-0.4%
Broadway District Centre	14.22	14.54	0.1%	0.02	14.52	-0.1%
Out-of-centre						
Tesco, Deysbrook	24.93	25.17	1.1%	0.21	24.96	-0.8%
Rice Lane Retail Park	25.63	25.82	0.6%	0.12	25.70	-0.5%
Other	0.54	0.54	0.0%	0.00	0.54	0.0%
Sub-total within Catchment Area	**151.40**	**157.41**	**9.4%**	**1.76**	**174.29**	**10.7%**
Outside Catchment Area (Main Destinations)						
Defined Centres						
Liverpool City Centre	856.65	955.06	21.3%	3.97	951.09	-0.4%
Bootle Town Centre	56.52	61.52	2.2%	0.41	61.11	-0.7%
St Helens Town Centre	16.90	18.99	1.5%	0.28	18.71	-1.5%
Southport Town Centre	9.55	10.74	0.0%	0.00	10.74	0.0%
Huyton Town Centre	17.64	19.83	0.2%	0.04	19.79	-0.2%
Prescot Town Centre & Retail Parks	54.20	57.87	4.7%	0.87	57.00	-1.5%
Widnes Town Centre	23.29	26.18	0.0%	0.00	26.18	0.0%
County Road District Centre	24.52	25.28	0.1%	0.03	25.25	-0.1%
Old Swan District Centre	101.27	105.13	0.2%	0.03	105.10	0.0%
Speke District Centre	188.66	209.45	2.2%	0.41	209.04	-0.2%
Knotty Ash Local Centre	49.74	50.27	0.0%	0.01	50.26	0.0%
Out-of-centre						
New Mersey Shopping Park	148.89	167.35	2.6%	0.49	166.87	-0.3%
Aintree Racecourse Retail Park	151.92	170.76	40.6%	7.57	163.19	-4.4%
Edge Lane Retail Park	51.85	58.28	1.3%	0.25	58.03	-0.4%
London Road	22.52	24.93	1.3%	0.25	24.68	-1.0%
Asda, Utting Avenue	82.41	84.30	2.4%	0.44	83.86	-0.5%
Asda, Aintree	105.87	108.16	3.6%	0.68	107.49	-0.6%
Switch Island Retail Park	2.09	2.34	0.2%	0.04	2.30	-1.8%
Gemini Retail Park, Warrington	29.64	33.32	0.9%	0.17	33.15	-0.5%
Asda, Huyton	83.09	83.43	0.4%	0.08	83.35	-0.1%
Other	1,092.73	1,118.75	4.7%	0.87	1,117.88	-0.1%
Sub-total outside Catchment Area	**3,169.95**	**3,391.95**	**90.6%**	**16.88**	**3,375.07**	**-0.5%**
Total	3,321.35	3,549.36	100.0%	18.64	3,549.36	0.0%

Notes:
1. Turnover Pre-development taken from Table 3
2. Turnover of Proposal taken from Table 6A
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 10A: POTENTIAL TURNOVER OF OUTSTANDING COMMITMENTS WITHIN CATCHMENT AREA (CONVENIENCE GOODS)

Unit	Floorspace (sq m) Net Convenience Sales	Sales Density (£ per sq m)	Expected Turnover (£m)
Land at Former Walton Hospital Site, Rice Lane (Ref. 15F/1129)	1,003	9,808	9.84
Former Deaf School, West Derby (Ref. 14F/2380)			
Aldi	*912*	*9,808*	*8.94*
M&S	*660*	*10,068*	*6.64*
The Grey Chaser, Longmoor Lane (Ref. 14F/1802)	814	4,124	3.36
Former Sayers Site, Lorenzo Drive (13F/2432)	1,003	9,808	9.84
Total	4,393	-	38.63

Notes:

1. Proposal at Former Walton Hospital Site assumed to be occupied by Aldi. Floorspace of the proposal based on restrictions set out in Decision Notice where conditioned or supporting application documents
2. Proposal at Former Deaf School, West Derby assumed to be occupied by M&S Simply Food and Aldi
3, Proposal at The Grey Chaser, Longmoor Lane assumed to be occupied by Lidl
4. Proposal at Sayers Site, Lorenzo Drive assumed to be occupied by Aldi
5. Floorspace of the proposal based on restrictions set out in Decision Notice where conditioned or supporting application documents
6. Sales density derived from Mintel Retail Rankings (2015)

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TABLE 10B: POTENTIAL TURNOVER OF OUTSTANDING COMMITMENTS WITHIN CATCHMENT AREA (COMPARISON GOODS)

Unit	Floorspace (sq m) Net Comparison Sales	Sales Density (£ per sq m)	Expected Turnover (£m)
Land at Former Walton Hospital Site, Rice Lane (Ref. 15F/1129)	251	8,207	2.06
Former Deaf School, West Derby (Ref. 14F/2380)			
Aldi	*228*	*8,207*	*1.87*
M&S	*10*	*6,500*	*0.07*
The Grey Chaser, Longmoor Lane (Ref. 14F/1802)	204	2,500	0.51
Former Sayers Site, Lorenzo Drive (Ref. 13F/2432)			
Foodstore	*251*	*8,207*	*2.06*
Non-food retail units	*2,052*	*3,000*	*6.16*
Uplift	2,995	-	12.72

Notes:

1. Proposal at Former Walton Hospital Site assumed to be occupied by Aldi. Floorspace of the proposal based on restrictions set out in Decision Notice where conditioned or supporting application documents
2. Proposal at Former Deaf School, West Derby assumed to be occupied by M&S Simply Food and Aldi
3, Proposal at The Grey Chaser, Longmoor Lane assumed to be occupied by Lidl
4. Proposal at Sayers Site, Lorenzo Drive assumed to be occupied by Aldi
5. Floorspace of the proposal based on restrictions set out in Decision Notice where conditioned or supporting application documents
6. Sales density derived from Mintel Retail Rankings (2015)

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TABLE 11: ANTICIPATED CUMULATIVE TRADING EFFECTS OF THE PROPOSAL AND OUTSTANDING COMMITMENTS (COMPARISON GOODS)

Destination	Turnover - Pre Development (£m)		Trade Diversion to Former Walton Hospital		Trade Diversion to Former Deaf School, West Derby		Trade Diversion to The Grey Chaser, Longmoor Lane		Trade Diversion to Former Sayers Site, Lorenzo Drive		Trade Diversion to Proposal		Turnover Post Development - 2020	Cumulative Impact
	2015	2020	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(£m)	
Former Walton Hospital					0.5%	0.01	4.0%	0.02	2.0%	0.16	0.3%	0.04	1.82	-11.5%
Former Deaf School, West Derby			2.0%	0.04			0.5%	0.00	1.0%	0.08	1.0%	0.17	1.64	-15.3%
The Grey Chaser, Longmoor Lane			0.5%	0.01	0.5%	0.01			0.5%	0.04	0.0%	0.00	0.45	-12.0%
Former Sayers Site, Lorenzo Drive			5.0%	0.10	4.0%	0.08	2.0%	0.01			0.3%	0.04	7.98	-2.8%
Proposal			1.5%	0.03	2.0%	0.04	2.5%	0.01	3.5%	0.29			16.69	-2.2%
Within Catchment Area														
Defined Centres														
Kirkby Town Centre	15.30	17.20	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.6%	0.61	16.59	-3.5%
Walton Vale District Centre	21.80	24.50	12.5%	0.26	1.0%	0.02	7.5%	0.04	3.0%	0.25	3.8%	0.64	23.30	-4.9%
West Derby Village Local Centre	3.76	4.23	1.5%	0.03	0.5%	0.01	1.5%	0.01	0.0%	0.00	0.3%	0.06	4.13	-2.4%
Broadway District Centre	2.19	2.46	0.5%	0.01	0.5%	0.01	0.5%	0.00	1.0%	0.08	0.0%	0.00	2.36	-4.3%
Out-of-centre														
Tesco, Deysbrook	1.14	1.28	0.5%	0.01	1.5%	0.03	0.5%	0.00	2.0%	0.16	0.1%	0.01	1.06	-17.1%
Rice Lane Retail Park	0.71	0.80	0.3%	0.01	3.0%	0.06	0.3%	0.00	0.0%	0.00	0.0%	0.00	0.73	-8.1%
Sub-total within Catchment Area	**44.90**	**50.47**	**15.3%**	**0.31**	**6.5%**	**0.13**	**10.3%**	**0.05**	**6.0%**	**0.49**	**7.7%**	**1.32**	**48.17**	**-4.6%**
Outside Catchment Area (Main Destinations)														
Defined Centres														
Liverpool City Centre	791.35	889.50	4.0%	0.08	17.5%	0.34	4.0%	0.02	10.0%	0.82	22.3%	3.80	884.44	-0.6%
Bootle Town Centre	39.78	44.72	1.5%	0.03	0.0%	0.00	1.5%	0.01	0.0%	0.00	2.3%	0.39	44.29	-1.0%
St Helens Town Centre	16.90	18.99	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.6%	0.28	18.71	-1.5%
Southport Town Centre	9.55	10.74	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	10.74	0.0%
Huyton Town Centre	17.64	19.83	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	0.04	19.79	-0.2%
Prescot Town Centre & Retail Parks	28.76	32.33	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	4.6%	0.78	31.55	-2.4%
Widnes Town Centre	23.29	26.18	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	26.18	0.0%
County Road District Centre	5.49	6.17	0.5%	0.01	0.0%	0.00	0.5%	0.00	1.0%	0.08	0.2%	0.03	6.05	-2.0%
Old Swan District Centre	28.69	32.25	1.0%	0.02	16.0%	0.31	1.0%	0.01	5.0%	0.41	0.1%	0.01	31.49	-2.4%
Speke District Centre	166.85	187.54	0.5%	0.01	1.0%	0.02	0.5%	0.00	0.0%	0.00	2.3%	0.39	187.12	-0.2%
Knotty Ash Local Centre	2.66	2.99	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.99	0.0%
Out-of-centre														
New Mersey Shopping Park	148.89	167.35	1.0%	0.02	0.0%	0.00	1.0%	0.01	20.0%	1.64	2.8%	0.48	165.21	-1.3%
Aintree Racecourse Retail Park	151.92	170.76	10.0%	0.21	1.0%	0.02	12.5%	0.06	12.5%	1.03	43.7%	7.46	161.99	-5.1%
Edge Lane Retail Park	51.85	58.28	7.0%	0.14	0.0%	0.00	7.0%	0.04	11.5%	0.94	1.4%	0.24	56.91	-2.3%
London Road	19.29	21.68	0.3%	0.01	0.0%	0.00	0.3%	0.00	0.0%	0.00	1.4%	0.24	21.43	-1.1%
Asda, Utting Avenue	12.93	14.53	7.5%	0.15	10.0%	0.19	7.5%	0.04	12.0%	0.99	1.6%	0.28	12.88	-11.4%
Asda, Aintree	15.46	17.38	22.5%	0.46	1.0%	0.02	25.0%	0.13	5.0%	0.41	2.8%	0.47	15.89	-8.6%
Switch Island Retail Park	2.09	2.34	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	0.04	2.30	-1.8%
Gemini Retail Park, Warrington	29.64	33.32	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.0%	0.17	33.15	-0.5%
Other	179.33	201.58	20.0%	0.41	40.0%	0.77	20.0%	0.10	10.0%	0.82	2.3%	0.39	199.07	-1.2%
Sub-total outside Catchment Area	**1,742.36**	**1,958.45**	**75.8%**	**1.56**	**86.5%**	**1.67**	**80.8%**	**0.41**	**87.0%**	**7.15**	**90.8%**	**15.48**	**1,932.18**	**-1.3%**
Total	1,787.26	2,008.93	100.0%	2.06	100.0%	1.94	100.0%	0.51	100.0%	8.22	100.0%	17.06	2,008.93	0.0%

Notes:

1. Turnover Pre-development taken from Table 3
2. Turnover of Proposal taken from Table 6A and turnover of commitments taken from Table 10B
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 outstanding commitments
5. Cumulative 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 12: ANTICIPATED CUMULATIVE TRADING EFFECTS OF THE PROPOSAL AND OUTSTANDING COMMITMENTS (CONVENIENCE GOODS)

Destination	Turnover - Pre Development (£m)		Trade Diversion to Former Walton Hospital		Trade Diversion to Former Deaf School, West Derby		Trade Diversion to The Grey Chaser, Longmoor Lane		Trade Diversion to Former Sayers Site, Lorenzo Drive		Trade Diversion to Proposal		Turnover Post Development - 2020	Cumulative Impact
	2015	2020	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(£m)	
Former Walton Hospital					4.0%	0.62	5.0%	0.17	3.0%	0.30	3.0%	0.05	8.71	-11.5%
Former Deaf School, West Derby			10.0%	0.98			3.0%	0.10	10.0%	0.98	3.0%	0.05	13.47	-13.6%
The Grey Chaser, Longmoor Lane			1.0%	0.10	0.5%	0.08			0.5%	0.05	1.0%	0.02	3.12	-7.2%
Former Sayers Site, Lorenzo Drive			3.5%	0.34	3.5%	0.55	4.0%	0.13			4.0%	0.06	8.75	-11.1%
Proposal			0.0%	0.00	1.0%	0.16	0.5%	0.02	0.5%	0.05			1.36	-14.0%
Within Catchment Area														
Defined Centres														
Kirkby Town Centre	11.81	11.86	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.8%	0.03	11.83	-0.2%
Walton Vale District Centre	21.80	21.89	10.0%	0.98	0.5%	0.08	10.0%	0.34	0.0%	0.00	2.7%	0.04	20.45	-6.6%
West Derby Village Local Centre	11.61	11.66	1.0%	0.10	2.0%	0.31	0.5%	0.02	1.0%	0.10	0.4%	0.01	11.12	-4.6%
Broadway District Centre	12.03	12.08	1.0%	0.10	1.0%	0.16	0.5%	0.02	5.0%	0.49	0.9%	0.01	11.30	-6.4%
Out-of-centre														
Tesco, Deysbrook	23.79	23.88	0.5%	0.05	10.0%	1.56	0.5%	0.02	20.0%	1.97	11.1%	0.18	20.12	-15.8%
Rice Lane Retail Park	24.92	25.02	22.5%	2.21	2.0%	0.31	20.0%	0.67	0.0%	0.00	6.7%	0.11	21.72	-13.2%
Other	0.54	0.54	0.5%	0.05	0.0%	0.00	0.5%	0.02	0.0%	0.00	0.0%	0.00	0.48	-12.2%
Sub-total within Catchment Area	**106.50**	**106.94**	**35.5%**	**3.49**	**15.5%**	**2.42**	**32.0%**	**1.07**	**26.0%**	**2.56**	**23.6%**	**0.37**	**97.02**	**-9.3%**
Outside Catchment Area (Main Destinations)														
Defined Centres														
Liverpool City Centre	65.30	65.57	2.0%	0.20	7.5%	1.17	2.0%	0.07	0.0%	0.00	6.7%	0.11	64.03	-2.3%
Bootle Town Centre	16.74	16.81	1.0%	0.10	0.0%	0.00	1.0%	0.03	0.0%	0.00	0.9%	0.01	16.66	-0.9%
Prescot Town Centre & Retail Parks	25.44	25.54	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	4.5%	0.07	25.47	-0.3%
County Road District Centre	19.03	19.11	1.0%	0.10	1.0%	0.16	1.0%	0.03	4.0%	0.39	0.0%	0.00	18.42	-3.6%
Old Swan District Centre	72.58	72.88	1.0%	0.10	13.5%	2.10	1.0%	0.03	10.0%	0.98	0.9%	0.01	69.65	-4.4%
Speke District Centre	21.82	21.91	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.01	21.89	-0.1%
Knotty Ash Local Centre	47.09	47.28	0.0%	0.00	0.0%	0.00	0.0%	0.00	9.0%	0.89	0.4%	0.01	46.39	-1.9%
Out-of-centre														
London Road	3.23	3.24	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.24	0.0%
Asda, Utting Avenue	69.48	69.77	10.0%	0.98	13.0%	2.03	10.0%	0.34	30.0%	2.95	8.9%	0.14	63.33	-9.2%
Asda, Aintree	90.41	90.78	20.0%	1.97	0.3%	0.04	20.5%	0.69	0.0%	0.00	11.1%	0.18	87.91	-3.2%
Asda, Huyton	83.09	83.43	0.0%	0.00	0.3%	0.04	0.0%	0.00	0.0%	0.00	4.5%	0.07	83.32	-0.1%
Other	913.40	917.17	15.0%	1.48	40.0%	6.24	20.0%	0.67	7.0%	0.69	26.7%	0.42	907.68	-1.0%
Sub-total outside Catchment Area	**1,427.60**	**1,433.50**	**50.0%**	**4.92**	**75.5%**	**11.77**	**55.5%**	**1.86**	**60.0%**	**5.90**	**65.4%**	**1.03**	**1,408.01**	**-1.8%**
Total	1,534.09	1,540.43	100.0%	9.84	100.0%	15.59	100.0%	3.36	100.0%	9.84	100.0%	1.58	1,540.43	0.0%

Notes:
1. Turnover Pre-development taken from Table 3
2. Turnover of Proposal taken from Table 6B and turnover of commitments taken from Table 10A
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 outstanding commitments
5. Cumulative 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 13: ANTICIPATED CUMULATIVE TRADING EFFECTS OF THE PROPOSAL AND OUTSTANDING COMMITMENTS (CONVENIENCE AND COMPARISON GOODS)

Destination	Turnover - Pre Development (£m)		Trade Diversion to Commitments		Trade Diversion to Proposal		Turnover Post Development - 2020	Cumulative Impact
	2015	2020	(%)	(£m)	(%)	(£m)	(£m)	
Commitments			9.7%	4.98	2.3%	0.43		
Proposal			1.2%	0.59				
Within Catchment Area								
Defined Centres								
Kirkby Town Centre	27.12	29.06	0.0%	0.00	3.4%	0.64	28.43	-2.2%
Walton Vale District Centre	43.60	46.40	3.8%	1.96	3.7%	0.68	43.75	-5.7%
West Derby Village Local Centre	15.37	15.89	1.1%	0.57	0.3%	0.06	15.25	-4.0%
Broadway District Centre	14.22	14.54	1.7%	0.87	0.1%	0.01	13.66	-6.1%
Out-of-centre								
Tesco, Deysbrook	24.93	25.17	7.4%	3.80	1.0%	0.19	21.18	-15.8%
Rice Lane Retail Park	25.63	25.82	6.4%	3.26	0.6%	0.11	22.45	-13.0%
Other	0.54	0.54	0.1%	0.07	0.0%	0.00	0.48	-12.2%
Sub-total within Catchment Area	**151.40**	**157.41**	**20.5%**	**10.53**	**9.1%**	**1.69**	**145.19**	**-7.8%**
Outside Catchment Area (Main Destinations)								
Defined Centres								
Liverpool City Centre	856.65	955.06	5.3%	2.70	20.9%	3.90	948.47	-0.7%
Bootle Town Centre	56.52	61.52	0.3%	0.17	2.2%	0.40	60.95	-0.9%
St Helens Town Centre	16.90	18.99	0.0%	0.00	1.5%	0.28	18.71	-1.5%
Southport Town Centre	9.55	10.74	0.0%	0.00	0.0%	0.00	10.74	0.0%
Huyton Town Centre	17.64	19.83	0.0%	0.00	0.2%	0.04	19.79	-0.2%
Prescot Town Centre & Retail Parks	54.20	57.87	0.0%	0.00	4.5%	0.85	57.03	-1.5%
Widnes Town Centre	23.29	26.18	0.0%	0.00	0.0%	0.00	26.18	0.0%
County Road District Centre	24.52	25.28	1.5%	0.78	0.1%	0.03	24.47	-3.2%
Old Swan District Centre	101.27	105.13	7.7%	3.97	0.1%	0.03	101.14	-3.8%
Speke District Centre	188.66	209.45	0.1%	0.03	2.2%	0.40	209.01	-0.2%
Knotty Ash Local Centre	49.74	50.27	1.7%	0.89	0.0%	0.01	49.37	-1.8%
Out-of-centre								
New Mersey Shopping Park	148.89	167.35	3.3%	1.67	2.6%	0.48	165.21	-1.3%
Aintree Racecourse Retail Park	151.92	170.76	2.6%	1.32	40.0%	7.46	161.99	-5.1%
Edge Lane Retail Park	51.85	58.28	2.2%	1.12	1.3%	0.24	56.91	-2.3%
London Road	22.52	24.93	0.0%	0.01	1.3%	0.24	24.68	-1.0%
Asda, Utting Avenue	82.41	84.30	14.9%	7.67	2.2%	0.42	76.21	-9.6%
Asda, Aintree	105.87	108.16	7.2%	3.72	3.5%	0.65	103.80	-4.0%
Switch Island Retail Park	2.09	2.34	0.0%	0.00	0.2%	0.04	2.30	-1.8%
Gemini Retail Park, Warrington	29.64	33.32	0.0%	0.00	0.9%	0.17	33.15	-0.5%
Asda, Huyton	83.09	83.43	0.1%	0.04	0.4%	0.07	83.32	-0.1%
Other	1,092.73	1,118.75	21.8%	11.18	4.4%	0.82	1,106.75	-1.1%
Sub-total outside Catchment Area	**3,169.95**	**3,391.95**	**68.7%**	**35.25**	**88.6%**	**16.52**	**3,340.18**	**-1.5%**
Total	3,321.35	3,549.36	100.0%	51.34	100.0%	18.64	-	-

Notes:
1. Derived from Table 11 and Table 12

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AXIS BUSINESS PARK, PORTAL WAY (REVISED TABLES)

TABLE 14A: POTENTIAL TURNOVER OF PROPOSAL (COMPARISON) - SENSITIVITY ASSESSMENT

Unit	Floorspace (sq m)		Sales Density	Expected Turnover (£m)	
	Gross Internal Area	Net Sales	(£ per sq m)	2015	2020
Unit 1 (Home Bargains)					
Existing	*1,533*	*1,380*	*6,419*	*8.86*	9.87
Proposed	*3,657*	*3,291*	*6,419*	*21.13*	23.55
Uplift	***2,124***	***1,912***	**-**	***12.27***	***13.68***
Unit 2 (Bulky goods)	2,035	1,628	3,210	5.23	5.83
Unit 3 (Bulky goods	2,062	1,650	3,210	5.30	5.90
Total	6,221	5,189	-	22.79	25.41

Notes:

1. Net floorspace based on 90% of the gross internal area for Home Bargains and 80% for the proposed bulky goods retailers
2. Sales density based for Home Bargains based on figure suggested by Liverpool City Council and typical sales density for leading bulky goods retailers
3. Turnover post 2015 increased by an annual sales density identified by Experian (Figure 4b, Retail Planner Briefing Note 13, October 2015)

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TABLE 14B: POTENTIAL TURNOVER OF PROPOSAL (CONVENIENCE) - SENSITIVITY ASSESSMENT

Unit	Floorspace (sq m)		Sales Density	Expected Turnover (£m)	
	Gross Internal Area	Net Sales	(£ per sq m)	2015	2020
Unit 1 (Home Bargains)					
Existing	*1,533*	*460*	*6,419*	*2.95*	*2.93*
Proposed	*3,657*	*1,097*	*6,419*	*7.04*	*6.99*
Uplift	2,124	637	-	4.09	4.06

Notes:

1. Net floorspace based on 90% of the gross internal area
2. Up to 30% of total floorspace will be for the sale of food and drink
3. Sales density based on figure suggested by Liverpool City Council
4. Turnover post 2015 increased by an annual sales density identified by Experian (Figure 4a, Retail Planner Briefing Note 13, October 2015)

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TABLE 15: ANTICIPATED TRADING EFFECTS OF THE PROPOSAL (CONVENIENCE AND COMPARISON GOODS) - SENSITIVITY ASSESSMENT

Destination	Turnover - Pre Development (£m)		Trade Diversion to Proposal		Turnover Post Development - 2020	Impact
	2015	2020	(%)	(£m)	(£m)	
Within Catchment Area						
Proposal					**29.47**	
Defined Centres						
Kirkby Town Centre	27.12	29.06	3.8%	1.12	27.95	-3.8%
Walton Vale District Centre	43.60	46.40	3.9%	1.15	45.25	-2.5%
West Derby Village Local Centre	15.37	15.89	0.4%	0.12	15.77	-0.7%
Broadway District Centre	14.22	14.54	0.1%	0.04	14.50	-0.3%
Out-of-centre						
Tesco, Deysbrook	24.93	25.17	1.8%	0.54	24.63	-2.2%
Rice Lane Retail Park	25.63	25.82	1.0%	0.30	25.51	-1.2%
Other	0.54	0.54	0.0%	0.00	0.54	0.0%
Sub-total within Catchment Area	**151.40**	**157.41**	**11.1%**	**3.27**	**183.61**	**16.6%**
Outside Catchment Area (Main Destinations)						
Defined Centres						
Liverpool City Centre	856.65	955.06	21.2%	6.25	948.82	-0.7%
Bootle Town Centre	56.52	61.52	2.3%	0.69	60.84	-1.1%
St Helens Town Centre	16.90	18.99	1.5%	0.45	18.54	-2.4%
Southport Town Centre	9.55	10.74	0.0%	0.00	10.74	0.0%
Huyton Town Centre	17.64	19.83	0.2%	0.06	19.77	-0.3%
Prescot Town Centre & Retail Parks	54.20	57.87	5.1%	1.49	56.38	-2.6%
Widnes Town Centre	23.29	26.18	0.0%	0.00	26.18	0.0%
County Road District Centre	24.52	25.28	0.2%	0.07	25.21	-0.3%
Old Swan District Centre	101.27	105.13	0.3%	0.07	105.05	-0.1%
Speke District Centre	188.66	209.45	2.3%	0.69	208.76	-0.3%
Knotty Ash Local Centre	49.74	50.27	0.1%	0.02	50.25	0.0%
Out-of-centre						
New Mersey Shopping Park	148.89	167.35	2.4%	0.69	166.66	-0.4%
Aintree Racecourse Retail Park	151.92	170.76	36.3%	10.70	160.06	-6.3%
Edge Lane Retail Park	51.85	58.28	0.9%	0.27	58.01	-0.5%
London Road	22.52	24.93	1.0%	0.31	24.62	-1.2%
Asda, Utting Avenue	82.41	84.30	2.9%	0.86	83.45	-1.0%
Asda, Aintree	105.87	108.16	4.3%	1.28	106.88	-1.2%
Switch Island Retail Park	2.09	2.34	0.2%	0.06	2.28	-2.7%
Gemini Retail Park, Warrington	29.64	33.32	0.9%	0.25	33.06	-0.8%
Asda, Huyton	83.09	83.43	0.7%	0.20	83.23	-0.2%
Other	1,092.73	1,118.75	6.1%	1.78	1,116.97	-0.2%
Sub-total outside Catchment Area	**3,169.95**	**3,391.95**	**88.9%**	**26.20**	**3,365.75**	**-0.8%**
Total	3,321.35	3,549.36	100.0%	29.47	3,549.36	0.0%

Notes:
1. Turnover Pre-development taken from Table 3
2. Turnover of Proposal taken from Table 14A and Table 14B
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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AXIS BUSINESS PARK, PORTAL WAY (REVISED TABLES)

TABLE 16: ANTICIPATED CUMULATIVE TRADING EFFECTS OF THE PROPOSAL AND OUTSTANDING COMMITMENTS (CONVENIENCE AND COMPARISON GOODS) - SENSITIVITY ASSESSMENT

Destination	Turnover - Pre Development (£m)		Trade Diversion to Commitments		Trade Diversion to Proposal		Turnover Post Development - 2020	Cumulative Impact
	2015	2020	(%)	(£m)	(%)	(£m)	(£m)	
Commitments			9.7%	4.98	2.8%	0.83		
Proposal			1.2%	0.59				
Within Catchment Area								
Defined Centres								
Kirkby Town Centre	27.12	29.06	0.0%	0.00	3.7%	1.09	27.97	-3.8%
Walton Vale District Centre	43.60	46.40	3.8%	1.96	3.8%	1.12	43.32	-6.6%
West Derby Village Local Centre	15.37	15.89	1.1%	0.57	0.4%	0.11	15.20	-4.3%
Broadway District Centre	14.22	14.54	1.7%	0.87	0.1%	0.04	13.63	-6.2%
Out-of-centre								
Tesco, Deysbrook	24.93	25.17	7.4%	3.80	1.6%	0.49	20.88	-17.0%
Rice Lane Retail Park	25.63	25.82	6.4%	3.26	0.9%	0.27	22.28	-13.7%
Other	0.54	0.54	0.1%	0.07	0.0%	0.00	0.48	-12.2%
Sub-total within Catchment Area	**151.40**	**157.41**	**20.5%**	**10.53**	**10.6%**	**3.12**	**143.76**	**-8.7%**
Outside Catchment Area (Main Destinations)								
Defined Centres								
Liverpool City Centre	856.65	955.06	5.3%	2.70	20.8%	6.12	946.24	-0.9%
Bootle Town Centre	56.52	61.52	0.3%	0.17	2.3%	0.67	60.68	-1.4%
St Helens Town Centre	16.90	18.99	0.0%	0.00	1.5%	0.44	18.55	-2.3%
Southport Town Centre	9.55	10.74	0.0%	0.00	0.0%	0.00	10.74	0.0%
Huyton Town Centre	17.64	19.83	0.0%	0.00	0.2%	0.06	19.77	-0.3%
Prescot Town Centre & Retail Parks	54.20	57.87	0.0%	0.00	4.9%	1.45	56.42	-2.5%
Widnes Town Centre	23.29	26.18	0.0%	0.00	0.0%	0.00	26.18	0.0%
County Road District Centre	24.52	25.28	1.5%	0.78	0.2%	0.07	24.43	-3.3%
Old Swan District Centre	101.27	105.13	7.7%	3.97	0.2%	0.07	101.09	-3.8%
Speke District Centre	188.66	209.45	0.1%	0.03	2.3%	0.67	208.74	-0.3%
Knotty Ash Local Centre	49.74	50.27	1.7%	0.89	0.1%	0.02	49.36	-1.8%
Out-of-centre								
New Mersey Shopping Park	148.89	167.35	3.3%	1.67	2.3%	0.68	165.00	-1.4%
Aintree Racecourse Retail Park	151.92	170.76	2.6%	1.32	35.8%	10.54	158.91	-6.9%
Edge Lane Retail Park	51.85	58.28	2.2%	1.12	0.9%	0.26	56.89	-2.4%
London Road	22.52	24.93	0.0%	0.01	1.0%	0.30	24.62	-1.2%
Asda, Utting Avenue	82.41	84.30	14.9%	7.67	2.7%	0.80	75.83	-10.1%
Asda, Aintree	105.87	108.16	7.2%	3.72	4.1%	1.21	103.24	-4.6%
Switch Island Retail Park	2.09	2.34	0.0%	0.00	0.2%	0.06	2.28	-2.7%
Gemini Retail Park, Warrington	29.64	33.32	0.0%	0.00	0.8%	0.25	33.07	-0.8%
Asda, Huyton	83.09	83.43	0.1%	0.04	0.6%	0.18	83.21	-0.3%
Other	1,092.73	1,118.75	21.8%	11.18	5.6%	1.64	1,105.93	-1.1%
Sub-total outside Catchment Area	**3,169.95**	**3,391.95**	**68.7%**	**35.25**	**86.6%**	**25.52**	**3,331.18**	**-1.8%**
Total	3,321.35	3,549.36	100.0%	51.34	100.0%	29.47	-	-

Notes:

1. Turnover Pre-development taken from Table 3
2. Turnover of Proposal taken from Table 14A and Table 14B and turnover of commitments from Table 10A and Table 10B
3. Anticipated trade diversion to proposal and commitments 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. Cumulative Impact = reduction in turnover after allowing for the proposed development and commitments expressed as a proportion of pre-development turnover

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