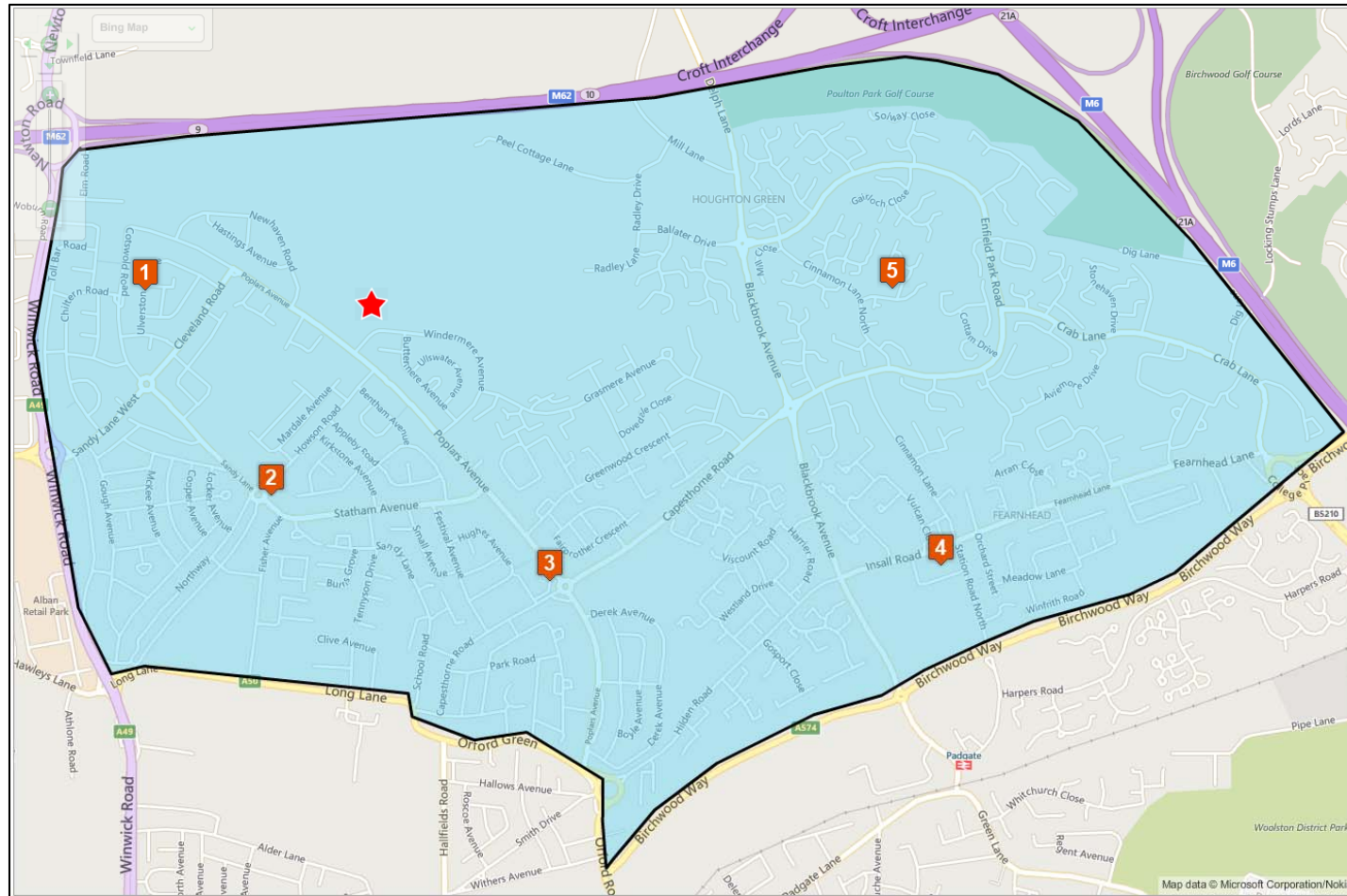
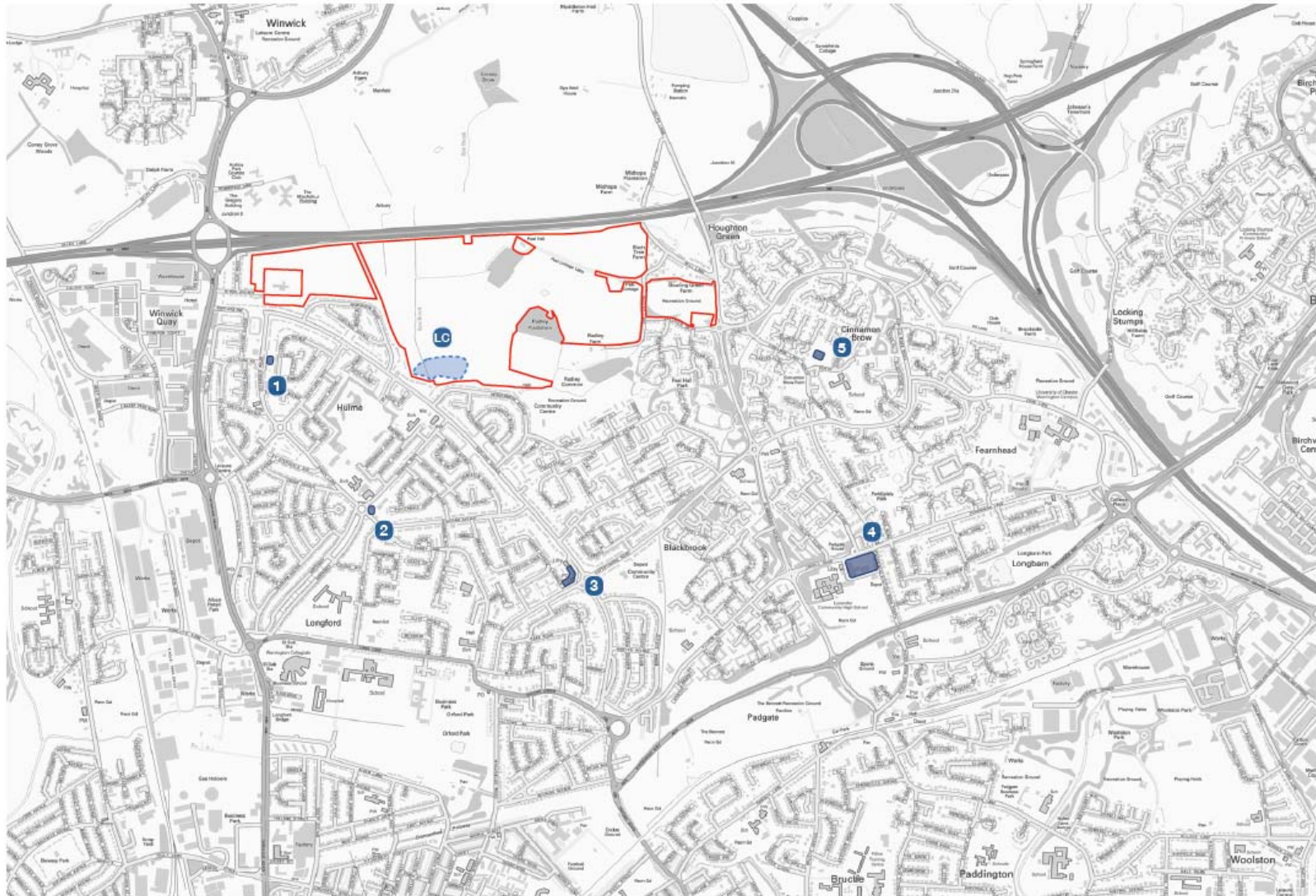


Appendix 1 – Sequential Test Survey Area



1. Cotswold Road, Poplars
(Local Centre)
 2. Howson Road, Longford
(Local Centre)
 3. Poplars Avenue/Capesthorne Road (Neighbourhood Centre)
 4. Fearnhead Cross
(Neighbourhood Centre)
 5. Cinnamon Brow (Local Centre)
- Sequential assessment study area
- Proposal site

Sequential Test Plan



Fearnhead Cross



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Poplars Avenue/ Capesthorpe Road



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Cotswold Road, Poplars



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Howson Road, Longford



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Cinnamon Row



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APPENDIX 3 – LOCATION OF MAJOR FOODSTORES

Bulk Food Shopping Destinations



- | | | | |
|-----------------|----------|---------------|-------------------|
| 1 – Tesco Extra | 4 - Asda | 7 - Morrisons | 10 - Lidl |
| 2 – Sainsbury’s | 5 - Asda | 8 - Aldi | ★ - Proposal site |
| 3 – Sainsbury’s | 6 - Asda | 9 - Aldi | |

our ref: Q70156
your ref:
email: stephen.rose@quod.com
date: 7 April 2016



Mr Michael Bell
Warrington Borough Council
New Town House
Buttermarket Street
Warrington
WA1 2NH

Dear Mr Bell,

PEEL HALL, WARRINGTON
FORTHCOMING APPLICATION BY SATNAM MILLENNIUM LIMITED

We write with regard to the draft proposals put forward by Satnam Millennium Limited on land at Peel Hall, Warrington. The scheme proposes a new residential neighbourhood including 1,200 houses together with supporting uses such as a school, sports pitches, employment and healthcare uses. It also includes a new local centre for retail uses and Quod have been instructed to draft a Retail Assessment in support of this element. We understand that you would like to agree the basics of the Retail Assessment prior to submission. We therefore write to set out our proposed methodology.

New retail that is not in an existing centre and not in accordance with an up-to-date Local Plan is required by the NPPF¹ to be assessed against the sequential and impact tests.

Sequential Test

In applying the sequential test, we will refer to NPPF paragraphs 23 and 24, and the Planning Practice Guidance (PPG) section "*Ensuring the vitality of town centres*" paragraphs 008-012. We will also have regard to recent legal decisions which have clarified how certain elements of the test should be interpreted.

Essentially, the sequential test looks to locate new retail development as centrally as possible, within existing town centres. It is important to note that it places no embargo on development outside of those centres, it only looks to find the most appropriate location for the new development. In this respect, paragraph 011 of the PPG² recognises that "*certain main town centre uses have particular market and locational requirements which mean they may only be accommodated in specific locations.*" In other words, a degree of realism is required.

¹ Paragraphs 24 and 26.

² Reference ID 2b-011-20140306.



In this case, the purpose of the retail element is to provide local shopping facilities for the proposed new housing. It follows that the retail must be located close to the housing or it would not be able to fulfil its purpose. We suggest the following area of search, taking into account the local geography, including road barriers and the availability of similar facilities:

Figure 1: Proposed sequential area of search



Outside of this area the proposed local centre would be too far from the new housing to serve its purpose. Within this area there are five local or neighbourhood centres:

1. Cotswold Road, Poplars (Local Centre);
2. Howson Road, Longford (Local Centre);
3. Poplars Avenue/Capesthorpe Road (Neighbourhood Centre);
4. Fearnhead Cross (Neighbourhood Centre);
5. Cinnamon Brow (Local Centre).

We will survey all of these centres and identify any sites or vacant units that could potentially accommodate the proposal.

Impact test

The PPG provides specific guidance on how the impact test should be applied and we will follow this approach³. The steps are:

- Determine the scope of the assessment;
- Examine the “no development scenario”;
- Examine potential turnover and trade draw;
- Consider potential impacts; and
- Consider whether the impacts are likely to be significantly adverse. If so the application should be refused. If not, the positive and negative effects of the proposal should be considered.

In terms of the scope of the assessment, for consistency we intend to use the same area as used for the sequential area of search. We would, therefore, forecast the impact upon the five local or neighbourhood centres within this area (identified above). The PPG invites applicants to assess impact over five or ten years. Given that the overall proposals will take some time to be fully delivered, we suggest that ten years is an appropriate timeframe.

When looking at the “no development scenario”, we would obtain data on the current performance of the existing centres and forecast how these centres are likely to perform in the future – in the absence of the proposed scheme. Relevant to this will be the degree to which local expenditure is forecast to grow, so we would obtain bespoke data from Experian on population and per capita expenditure, to allow us to forecast how the local “pool” of expenditure will grow.

We would then forecast the likely turnover of the proposed new local centre, taking a worst-case scenario, and forecast from where this expenditure is likely to be drawn (trade draw). We would then be in a position to forecast how much expenditure is likely to be drawn from the five centres in question and the consequent impact.

Finally, the PPG invites applicants to consider whether the forecast impact is “significantly adverse” and to consider the positive and negative effects. We would offer our view on these points.

³ See paragraph 018 of the PPG (reference ID 2b-018-20140306)

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Summary

In short, we intend to follow the guidance set out in the PPG. We would obtain data as required from Experian – a respected data provider – and would undertake our own surveys of the existing town centres. We hope that this methodology is acceptable to you. If you have any queries we would be happy to discuss them with you.

Yours sincerely,



Stephen Rose
Associate

cc: Mr Colin Griffiths – Satnam Millennium Limited
Mr Mike Davies – Warrington Borough Council

Stephen Rose

From: Bell, Michael <mbell1@warrington.gov.uk>
Sent: 20 April 2016 08:36
To: Stephen Rose
Cc: Davies, Michael (Planning); Colin Griffiths
Subject: RE: Peel Hall, Warrington - RA methodology

Stephen

Officers have now had the opportunity to review your Retail Assessment methodology.

Officers are happy with the methodology you are proposing and the proposed boundary for the sequential assessment and impact assessment.

However, this advice is based without having a detailed understanding of the size and type of floorspace to be provided within the proposed Local Centre. Officers are working on the assumption that the Local Centre will be meeting local needs in accordance with the retail hierarchy set out in Policy SN4 of the Local Plan Core Strategy and will be proportionate to the overall development proposals for Peel Hall. Officers are also working on the assumption that the Local Centre is located as per the provisional site masterplan presented to Officers earlier in the year.

Whilst e-mailing, I have provided a link below to our recently published Borough Retail & Leisure Study which will assist your work.

https://www.warrington.gov.uk/info/200564/planning_policy/1905/evidence_base/10

Regards

Michael Bell
Planning Policy and Programmes Manager

Planning Policy and Programmes
Economic Regeneration, Growth & Environment
Warrington Borough Council
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Warrington
WA1 2NH

Tel: 01925 442795
Web: www.warrington.gov.uk

From: Stephen Rose [mailto:stephen.rose@quod.com]
Sent: 07 April 2016 10:23
To: Bell, Michael
Cc: Davies, Michael (Planning); Colin Griffiths
Subject: Peel Hall, Warrington - RA methodology

Dear Mr Bell

Quod have been instructed by Satnam Millennium Limited to advise on retail planning matters for their scheme at Peel Hall, Warrington. We understand that you would like details on our methodology for the Retail Assessment; the attached letter provides those details. Please let us know if you have any queries.

Yours sincerely



Stephen Rose
Associate
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