



Quod

Retail Impact Assessment

Sovereign Industrial Estate

July 2024

Q230156

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1 Introduction

Context

- 1.1 This Retail Impact Assessment ('RIA') has been prepared by Quod, on behalf of Davos Property Developments Limited, to support the pending application for retail-led regeneration of the former Halewood Distillery at Sovereign Industrial Estate in Huyton, Knowsley, L36 6AD ('the Application Site') (ref. 23/02782/FUL).
- 1.2 This RIA has been prepared in response to the request by Knowsley Council to provide further analysis of the likely trading effects of the proposal. Specifically, Officers have asked for an assessment of the likely trading effects of the proposal on Huyton town centre and the local centres of Tarbock Road and Manor Farm Road. It is understood that this assessment has been requested to allow Knowsley Council to consider the benefits of the scheme against the potential impact of the retail proposals as part of the overall 'planning balance'. Indeed, we remain strongly of the opinion that – because the scale of the proposed retail floorspace falls below the default threshold set by national planning policy (2,500 square metres) – in the absence of a locally set threshold, retail impact is not a policy consideration in the determination of the planning application.
- 1.3 In addition, further evidence has been provided to support the assumption that the core catchment of the proposal will be a five-minute drive time from the Application Site, together with providing an update on the marketing information for employment uses that has also been requested.

Application Site

- 1.4 The Application Site extends to 6.54 hectares and comprises a large industrial warehouse unit which was formerly occupied by Halewood International Limited ('Halewood'), a production company that specialises in alcoholic beverages. The premises was the company's headquarters until September 2022, when this was relocated to Chorley, following an announcement in 2020 that they intended to vacate the site. The Application Site has sat vacant since. This allocated employment site has therefore not contributed to the local economy for almost two years.
- 1.5 The substantial warehouse building is at risk of falling into disrepair, becoming detrimental to visual amenity. The vacant land is also at risk of becoming problematic with recent incidents of trespassing and vandalism. However, the proposals provide an exciting opportunity to fully regenerate a vacant, underutilised site.
- 1.6 The application proposals comprise the partial demolition, reconfiguration and refurbishment of the existing buildings and the erection of a new Class E(a) retail unit. It should be noted from the outset that the catalyst for the regeneration of the Sovereign Industrial Estate is the proposed retail unit, which is occupier-led with Home Bargains (HB) lined up to take the space. Indeed, the purchase, maintenance, partial demolition and redevelopment of both phases is attracting significant losses that need to be offset to secure a viable scheme. This redevelopment is achievable through the value arising from the retail unit through a guaranteed

occupier, HB. The associated rent and commercial value will facilitate the delivery of the much-needed regeneration at both Phases 1 and 2.

- 1.7 The proposed development therefore represents a real opportunity to bring a large vacant, brownfield industrial allocation back into active economic use, contributing positively to the local economy. The proposed development gives rise to significant tangible and intangible benefits including the creation of up to 120 jobs¹ during the construction phase and a further 389 jobs² at the operation phase generating approximately £14 million GVA per year³. The benefits arising from the proposals should be afforded considerable weight, as emphasised by the National Planning Policy Framework (NPPF, 2023).

¹ CITB, Labour Forecasting Tool

² For warehouse floorspace, a density of one employee for 70m² GIA has been applied. For retail floorspace, a density of one employee per 20m² GIA has been used.

³ GVA estimates are informed by Office for National Statistics (ONS) data on regional GVA (ONS (2023) Regional gross value added (balanced) by industry: all ITL regions) and Business Register and Employment Survey (BRES) data (ONS (2021). Business Register and Employment Survey).

2 Trading Effects of the Proposed Development

Context

- 2.1 Both the NPPF and Development Plan requires an impact assessment to be undertaken for retail proposals above a default threshold of 2,500 square metres unless there is a locally set threshold. In the absence of a locally set threshold, the default threshold set by national policy applies. In this case, the level of floorspace falls below the default threshold of when an impact assessment is required.
- 2.2 Whilst not required by planning policy, a retail impact assessment is now provided for completeness and robustness. The RIA assesses the impact on Huyton town centre and nearby centres; this impact assessment is proportionate to the proposed development.
- 2.3 When assessing retail impact, the NPPF (para. 95) states that an application should only be refused where the proposal is likely to have a 'significant adverse' impact. The threshold to what is deemed unacceptable is therefore high. Furthermore, for an impact assessment to be deemed significant adverse, there also needs to be demonstrable evidence. This has been reflected by recent appeal decisions⁴, where Inspectors have recognised that there needs to be evidence that any impact is likely to be significant.
- 2.4 Both national planning policy and appeal decisions are clear in that an application should not be refused based on a perceived impact. Instead, there must be some evidence to demonstrate that any impact is likely to be significant adverse. This is an important factor when balancing the effects (both positive and negative) of the proposal.
- 2.5 In line with national policy, we have assessed the proposal against the two tests set out in Paragraph 94 of the NPPF. This requires the consideration of:
- The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
 - The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).
- 2.6 Both impact tests have been addressed in turn below.

Catchment

- 2.7 Given the nature of the application, the catchment it is intending to serve, and the distribution of existing retail provision within the area, the primary catchment has been based on a 5-

⁴ e.g. APP/C1055/A/11/2161815

minute drivetime from the Application Site. A plan showing the extent of this area is provided at **Document 1**.

- 2.8 Whilst it is expected that the proposal will draw some trade beyond this area, it is not expected that this will represent its core catchment. Including identified centres beyond this catchment would not be appropriate as they would largely serve a different catchment to that intended to be served by the proposed development.
- 2.9 Such an approach is consistent with similar proposals elsewhere in the UK, where local planning authorities accepted that the core catchment of the proposed HB would be a 5-minute drivetime from the respective development sites. A list of planning applications where the 5-minute drivetime was deemed appropriate is provided at Table 1.

Table 1: Consented Home Bargains applications using a five-minute drivetime catchment

Location	LPA	Planning Application Ref. (Approval Date)
Childwall Valley Road	Liverpool City Council	19F/1932 (8 th September 2020)
Rotherham	Rotherham Metropolitan Borough Council	RB2020/0021 (31 st March 2020)
Blackpool Road, Preston	Preston City Council	06/2024/0340 (11 th June 2024)
Great Western Way, Swindon	Swindon Borough Council	S/21/0931/RACH (20 th October 2021)

2.10 Further examples can be provided if necessary.

Impact on Planned Investment

- 2.11 The NPPF (para. 94) is clear in stating that the impact on planned investment relates to centres *‘in the catchment area of the proposal’*.
- 2.12 As previously outlined in the Planning and Retail Statement submitted with the application and outlined above, the proposal will principally serve a five-minute drivetime catchment from the Application Site. Within this area the only defined centre is Huyton town centre and Tarbock Road and Manor Farm Road local centres. The impact on planned investment within these centres that should be the focus of the assessment.
- 2.13 In measuring the effect of the development on in-centre investment, the Planning Practice Guidance (PPG) that supports the NPPF advises⁵ that:

⁵ Reference ID: 2b-015-20190722

“Where wider town centre developments or investments are in progress, it will also be appropriate to assess the impact of relevant applications on that investment. Key considerations will include:

- the policy status of the investment (i.e. whether it is outlined in the Development Plan)*
- the progress made towards securing the investment (for example if contracts are established)*
- the extent to which an application is likely to undermine planned developments or investments based on the effects on current / forecast turnovers, operator demand and investor confidence.”*

2.14 The Secretary of State decision at Rushden Lakes also provides commentary on the ‘planned investment’ test. Paragraph 8.60 of the Inspector’s Report concluded that:

“NPPF [26] requires an assessment of the impact (if any) of the proposal on ‘existing, committed and planned public and private investment’ in a centre. That requirement is quite straightforward, only investment that has been made, and been committed or is planned warrants consideration. There appears to be general agreement that ‘existing’ investment is to be taken as a reference to investment that has already been made and that ‘committed’ investment is that which is contractually committed (private) or subject to resolution (public).” (our emphasis)

2.15 Whilst there was disagreement at the Rushden Lakes Inquiry as to what constituted ‘planned investment’ the Inspector pointed the parties to the advice contained within the December 2009 Practice Guidance. This has now been superseded by the PPG, but the guidance talks about instances where the local planning authority and/or the private sector has identified town centre development opportunities and is ‘actively progressing them’. In determining the impact, a list of key considerations is then set out, which is very similar to the PPG commentary, as set out above.

2.16 In this context, we are not aware of any current or committed investment proposals in Huyton town centre that the proposals may have an unacceptable impact upon. The Huyton Village Masterplan (April 2017) allocates a number of opportunity sites within the defined town centre. These comprise the following:

- 1) Asda Petrol Filling Station
- 2) Council car park, Archway Road
- 3) Yorkon site
- 4) Civic Way IT site
- 5) Post Office
- 6) Archway Road north
- 7) BT site

- 8) Sherborne Square west
- 9) Sherbourne Square east
- 10) Former InShops and current MSCP
- 11) Huyton Hey Road Office site
- 12) Police station, Lathom Road
- 13) Former Magistrates Court, Lathom Road
- 14) Fire & Ambulance Station
- 15) The Venue

2.17 These allocations are largely for mixed use developments, some of which include retail. However, these proposals do not always lend themselves to large format retailing - as proposed. Indeed, Knowsley Council, in partnership with GKRL, have an ambition to deliver a new mixed-use commercial district in Huyton Village. So far, improvements have consisted of, but not limited to: new contemporary shop fronts, diversification of the high street offer, and a public art strategy. The main features of the future mixed-use commercial district include a new Council HQ along with other office space, a premium-brand hotel, a new village green and residential accommodation. These proposals do not mention retail space, and whilst some retail floorspace may come forward within this commercial district, proposals for large format retailing are unlikely.

2.18 There have been a number of planning applications on the sites within the Huyton Village Masterplan although none of which included large retail units (>2,000 square metres).

2.19 For example, full planning permission was granted on 26th July 2023 (ref. 23/00075/FUL) at the Fire & Ambulance Station on Huyton Lane. This permission granted consent for 53no. retirement living apartments (Class C3) alongside an ambulance station. No retail floorspace is proposed.

2.20 Likewise, a full planning application (ref. 23/02803/FUL) was approved on 19th March 2024 concerning Land at Civic Way, which covered opportunity sites 2, 3 and 6. However, this comprises demolition, enabling and engineering works. The latter is similar to 11, where an application (ref. 23/02650/KMBC1) was approved on 15th December 2023 for demolition of existing building.

2.21 Given this, exact proposals on these sites are not at a committed stage nor are specific proposals being actively progressed. Future schemes are unlikely to come forward for large format retailing and therefore will be unsuitable. Further, these proposals are unlikely to come forward in a reasonable time period, especially given there are no live applications nor are such applications imminent. The future delivery of these sites will not be undermined by the proposed retail unit at the Application Site which will act as a catalyst for the regeneration of the wider employment site.

2.22 Overall, there is no existing, committed and planned public and private investment in Huyton town centre, which would be adversely impacted upon within the catchment as a result of this application.

Impact on Vitality and Viability

2.23 The PPG⁶ outlines that the impact test should be undertaken in a proportionate and locally appropriate way, drawing on existing information where possible. In this respect, the broad approach undertaken in support of the nearby Aldi (ref. 17/00301/HYB), which was accepted by the Council, has formed the basis of this assessment (updated where appropriate). This detailed retail analysis is contained at **Document 2**.

Proposed Turnover

2.24 To quantify the potential effects of the proposals, it is necessary to estimate the likely turnover of the proposed HB. To this end, the PPG⁷ advocates that this should be based on the operator's 'benchmark' (or expected) turnover. The typical sales density for HB is identified to be £5,722 per square metre (inclusive of VAT at 2022 prices⁸). Based on applying this sales density, the turnover of the proposal is identified to be £12.08 million (**Table 2** at **Document 2**).

Existing Offer and Anticipated Trade Diversion

2.25 When assessing the trading effects of the proposal, the PPG acknowledges the need to assess the potential impact of a scheme against other similar retailers in the area. It goes on to state⁹ that:

"Retail uses tend to compete with their most comparable competitive facilities."

2.26 In light of this, it is necessary to understand both the type of development proposed and the existing shopping patterns in the local area.

2.27 The proposal is to be occupied by the large format discount variety retailer HB, which sells non-food goods together with ancillary food and drink products. The principal competitors to HB are similar discount retailers (such as HB who is already represented in Huyton town centre, and elsewhere in the local area) and large-format supermarkets.

2.28 The proposals are also expected to draw a large proportion of trade from further afield. Indeed, the Technical Report: Planning for Retail in Knowsley prepared by the Council highlighted that there was 'significant leakage' to areas outside Knowsley and 'only 8.5% of residents' expenditure' was being retained by Knowsley's three existing town centres. For comparison goods shopping, the Technical Report noted that 'over 90%' of expenditure was directed elsewhere, most notably to Liverpool. Even for convenience goods shopping the Technical Report identified that 'over 40%' of expenditure was directed elsewhere.

⁶ Reference ID: 2b-017-20190722

⁷ Reference ID: 2b-018-20190722

⁸ Taken from GlobalData (2023)

⁹ Reference ID: 2b-015-20190722

2.29 Reflecting this, it is anticipated that a substantial proportion of the proposal's turnover will be derived from facilities further afield, including beyond Knowsley.

Impact on Turnover

2.30 In understanding the potential impact of the proposal on the turnover of existing retail destinations, established practice and Secretary of State decisions¹⁰ have confirmed that the requirement is to assess the impact on a centre 'as a whole', rather than on specific retailers or sub-sectors. For example, in the Secretary of State decision at Tollgate West in Essex¹¹, when considering retail impact, the Inspector¹² stated that:

"The assessment of impact must be made against the town centre as a whole." (our emphasis)

2.31 For these reasons, particularly given that the prospective occupier (HB) sells both convenience and comparison retail goods, when considering retail impact, the relevant test is to consider the impact on the vitality and viability of a centre as a whole rather than specific sectors or retailers.

2.32 In addition, the Secretary of State decision at Tollgate West, Essex recognised that there are two broad principal considerations when assessing impact¹³.

2.33 The first approach, as established by the Rushen Lakes decision, is to assess significance of impact by comparing town centre turnover in the base year of the assessment against predicted turnover with the proposed development in place.

2.34 The second approach – established by the Scotch Corner Secretary of State decision – is that it is necessary to provide a judgement of the current health of town centres to understand whether the level of impact resulting from the proposal will be significant.

2.35 Both approaches have been considered in understanding whether the proposal is likely to lead to a significant adverse impact on the vitality and viability of existing centres.

2.36 Based on this approach, our assessment identifies that the proposal will have a limited impact on Huyton town centre (-3.9% by 2029) (**Table 3c** at **Document 2**). This is closely comparable with the 3.52% impact on Huyton town centre stated and accepted as part of the Aldi application.

2.37 Such a low level of impact will not undermine the long-term vitality and viability of the town centre. HB is already represented in Huyton, and it is intended that this store will remain alongside the new store at the Application Site. Evidence of this 'dual trading' existing across the region and reflects the fact that the two store formats cater for different types of customers.

¹⁰ Including: the Secretary of State decision at Scotch Corner, North Yorkshire (ref. APP/V/2723/V/15/313873)

¹¹ APP/A1530/W/16/3147039

¹² Paragraph 12.4.5 of Inspector's report

¹³ Paras. 12.4.6 to 12.4.7, Inspector's Report

2.38 Huyton town centre also contains a wider ‘offer’ beyond retailing. This includes local services such as hairdressers, restaurants, banks and leisure destinations, which collectively account for over (37%) of occupied units¹⁴. This wider offer would not be undermined by the application proposals. Huyton is a viable town centre with a good mix of national and independent retailers. Vacancies account for 12% of all units¹⁵¹⁶, below the national average (14.1%), and have reduced since the completion of the assessment undertaken to support the nearby Aldi store approved in January 2019 (from 13% of units). This illustrates that despite the opening of the Aldi, vacancies have declined in the town centre.

2.39 Furthermore, after the development coming forward, the overall retail turnover will continue to increase over the next five years – the test by the Rushden Lakes Secretary of State decision – by £2.45 million.

2.40 Against this background, there is no evidence to suggest that the proposal is likely to lead to a significant adverse impact. As mentioned, a substantial quantum of retail expenditure generated in the local area (particularly in the comparison goods sector) is currently ‘lost’ to competing destinations further afield. By improving the retail offer in Huyton (as proposed) this will lead to the potential to ‘clawback’ expenditure that is otherwise being directed elsewhere and encourage more sustainable shopping patterns. Indeed, it is anticipated that most (c. 69%) of the proposal’s turnover will be derived from facilities outside the Huyton area. This clawback of expenditure has the potential to result in spin off benefits through linked trips and associated increased footfall that would otherwise be lost if local residents continue to shop elsewhere, such as to Liverpool. Consequently, the proposals have the potential to lead to positive benefits for the local area.

2.41 Regarding the impact on the neighbouring local centres of Tarbock Road and Manor Road, these are defined as a Major Local Centre and a Medium Local Centre in the Town Centre Uses Supplementary Planning Document. Appendix B of the Core Strategy defines medium local centres as comprising:

“...minimum of eight occupied units, with at least four local service operators and one convenience store.”

2.42 The existing local centres are dominated by small format retail units with residential uses on the upper floors. For example Manor Farm Road contains a chemist, chip shop, off licence and newsagent, whilst Tarbock Road consists of (but not limited to) a pharmacy, estate agents, café, salon, chip shop as well as takeaways. Reflecting this, both centres serve a very localised role, particularly for less mobile members of the community. This role is entirely consistent with Paragraph 7.42 of the Knowsley Unitary Development Plan, which states that:

“These centres have an important role in the provision of local food and other convenience shopping, and often also contain a post office and pharmacy. Their presence encourages the use of modes of transport other than the private car. Local shops are particularly important for

¹⁴ Derived from Experian Goad (2023)

¹⁵ *Ibid*

¹⁶ Excluding the Shopping Village at Lansdowne Lane as this is currently closed.

less mobile members of the community, including the elderly and disabled people, and for non-car owners.”

- 2.43 Given the role and function of these neighbouring local centres, together with their existing offer there will be negligible (if any) impact. These local centres will continue to serve a localised role alongside the proposed development. Instead, the proposed development will draw trade from comparable retailers, large-format supermarkets both within and outside the local area.
- 2.44 Given the fundamentally different role between the application proposals and these local centres, there can be no suggestion that there will be a significant adverse impact on either local centre.

Consumer Choice

- 2.45 The NPPF (para. 94) states that the assessment of impact should include consideration of the impact of a proposal on local consumer choice and trade in the town centre and wider retail catchment.
- 2.46 In considering the application, the proposal will improve the choice and distribution of the retail offer in the local area. The proposals will have the positive effect of reducing the need for local residents to travel to destinations further afield and will improve consumer choice and provide a more competitive sector – in line with Government objectives.
- 2.47 The Application Site will also provide consumer choice in the immediate area and facilitate linked trips from the wider industrial estate.
- 2.48 Overall, the development will have the positive effect improving consumer choice.

Summary

- 2.49 We fundamentally question the need to assess retail impact given the proposal falls below the default threshold set by planning policy. Notwithstanding, a proportionate retail impact assessment has been undertaken.
- 2.50 The assessment demonstrates that any impact will be negligible and will not lead to a significant adverse impact (the policy test) on the long-term vitality and viability of Huyton town centre, or any other centre, including the neighbouring local centres of Tarbock Road and Manor Road, or on future investment.
- 2.51 Against this background, there is no demonstrable evidence to suggest that the impact of the proposal is likely to lead to a significant adverse impact on existing centres or on future investment. Instead, the proposal will lead to job creation and increased consumer choice to the benefit of the consumer, and spin off benefits through expenditure retention. The wider positive impacts associated with the proposal strongly outweigh any perceived adverse impacts.

3 Marketing

- 3.1 The Application Site has sat vacant since September 2022. However, the site has been known to the commercial market since the well-publicised departure announcement in 2020 by the previous tenant.
- 3.2 The proposals have been actively marketed since the beginning of 2024. The marketing brochure is contained at **Document 3**. Although the proposals have been publicised, including by local media, few enquiries have been received to date. Interest exists, although no serious advances have been advanced containing any real detail.
- 3.3 It should also be noted that the Phase 1 development is also being actively marketed by the same agents and is under the same ownership to the Applicant. This is being constructed on a speculative basis. A notable proportion of this floorspace remains available. A significant amount of modern industrial floorspace is being refurbished and / or created in this corner of the industrial estate resulting in a healthy pipeline of employment floorspace for future occupiers.
- 3.4 Of paramount importance to the delivery of proposed reconfiguration and refurbishment of the existing employment floorspace is the delivery of the proposed retail unit. The purchase, management, maintenance, security, proposals for Phase 2 is attracting significant losses, which is combined with the current construction of Phase 1. This needs to be offset by a viable scheme which can be secured through the value arising from the retail unit through a guaranteed occupier, HB, and their associated rent and commercial value. This should be afforded significant weight when assessing the proposals.
- 3.5 Despite the above, weight should also be given to the fact that the proposals will be delivered in unison unlike the delivery of the nearby Aldi application. The latter required the Aldi foodstore to be delivered prior to the development of the warehouses to stimulate market interest. The construction of retail and industrial elements of Phase 2 will come forward in parallel, ensuring that the significant benefits of the proposals, including the creation of 389 jobs, will be secured in a shorter timeframe.

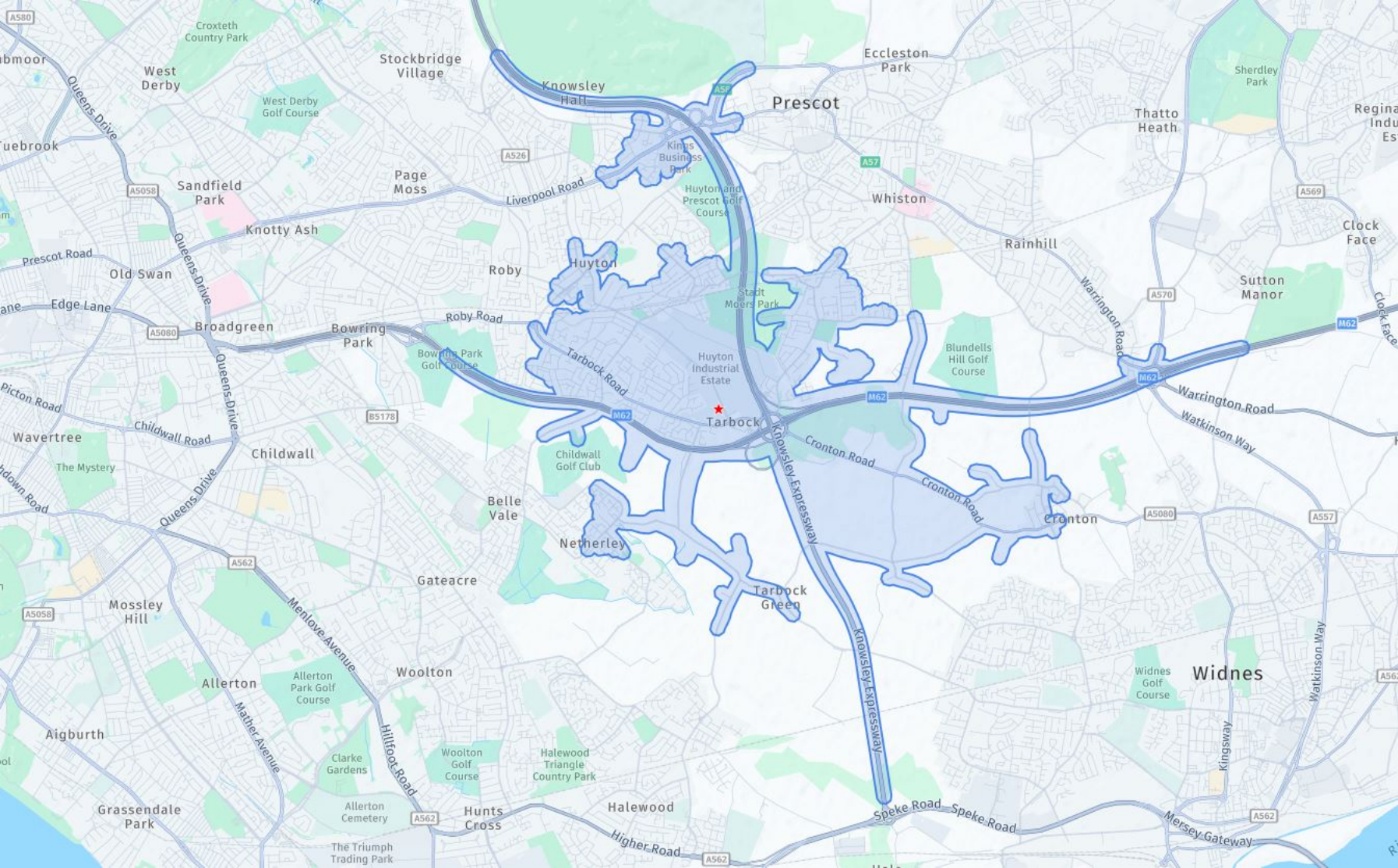
4 Summary and Conclusion

- 4.1 This Retail Impact Assessment ('RIA') supports a full planning application for the proposed retail-led regeneration of the former Halewood Distillery at Sovereign Industrial Estate in Huyton, Knowsley, L36 6AD ('the Application Site'). The planning application is currently pending determination under application reference 23/02782/FUL.
- 4.2 This RIA addresses the comments received by Knowsley Council to provide a retail impact assessment which focusses on Huyton town centre and Tarbock Road and Manor Farm Road local centres. It has been demonstrated, through robust assessment, that the proposals will not have a significant adverse impact on existing centres nor on any existing, committed and planned investment. There is no retail policy reason for the application not to be supported, and in fact there is no retail policy requirement for retail impact to even have been assessed.
- 4.3 Evidence has been provided of local authorities accepting 5-minute core catchments for HB applications. The majority of these approved applications are located in the north west region of England. In addition, this RIA also contains an updated on the latest marketing situation and how speculative floorspace is continuing to be developed within the Phase 1 development. Whilst enquiries have been made for the Phase 2 employment floorspace, the units remain available.
- 4.4 The conclusions of this RIA will enable Knowsley Council to weigh the benefits of the scheme against the impact the retail proposals on Huyton town centre and nearby local centres. That impact is considered to be negligible and is comparable in scale to the nearby Aldi.
- 4.5 The proposals comprise a sustainable economic development which is fully in accordance with both national and local planning policy. Applying the presumption in favour of sustainable development and affording significant weight to the economic, social and environmental benefits which the application proposes, planning permission should be granted without delay.



Document 1

Primary Catchment Area





Document 2

Retail Impact Analysis

Table 1a: Expected Turnover of Existing Floorspace within Huyton (Convenience Goods) - 2024

Location	Gross Floorspace (square metres)	Net Floorspace (square metres)	Net Conv. Floorspace (square metres)	Sales Density (£ per sq m)	Turnover (£m)
<u>Huyton town centre</u>					
ASDA, Huyton Lane	9,000	6,456	3,228	12,766	41.21
Home Bargains, Derby Road	790	632	284	5,722	1.63
Poundstretcher, Derby Road	560	448	67	1,203	0.08
B&M, Cavendish Walk	1,060	848	254	2,924	0.74
Iceland, Derby Road	520	416	374	7,020	2.63
Other	35,910	28,728	840	5,000	4.20
Sub-total	47,840	37,528	5,048	-	50.49
<u>Edge-of / out-of-centre</u>					
Tesco Esso Express, Cronton Road	340	272	245	12,941	3.17
Aldi, Coppice Lane	1,800	1,254	1,003	12,974	13.02
Total	49,980	39,054	6,296	-	66.67

- Notes:
- Existing floorspace taken from GOAD and relevant planning applications
 - Sales densities derived from GlobalData (2023) for national traders. Quod assumption for 'other' floorspace
 - Turnover = net conv. Floorspace x sales density
 - At 2022 prices

Table 1b: Expected Turnover of Existing Floorspace within Huyton (Comparison Goods) - 2024

Location	Gross Floorspace (square metres)	Net Floorspace (square metres)	Net Comp. Floorspace (square metres)	Sales Density (£ per sq m)	Turnover (£m)
<u>Huyton town centre</u>					
ASDA, Huyton Lane	9,000	6,456	3,228	5,244	16.93
Home Bargains, Derby Road	790	632	348	5,722	1.99
Poundstretcher, Derby Road	560	448	381	1,203	0.46
B&M, Cavendish Walk	1,060	848	594	2,924	1.74
Iceland, Derby Road	520	416	42	1,243	0.05
Other	35,910	28,728	4,920	3,000	14.76
Sub-total	47,840	37,528	9,512	-	35.92
<u>Edge-of / out-of-centre</u>					
Tesco Esso Express, Cronton Road	340	272	27	9,075	0.25
Aldi, Coppice Lane	1,800	1,254	251	5,274	1.32
Total	49,980	39,054	9,790	-	37.49

- Notes:
- Existing floorspace taken from GOAD and relevant planning applications
 - Sales densities derived from GlobalData (2023) for national traders. Quod assumption for 'other' floorspace
 - Turnover = net conv. Floorspace x sales density
 - At 2022 prices

Table 2: Potential Turnover of Proposal (2024)

	Net Floorspace (sq m)	Sales Density (£ per sq m)	Overall Turnover (£m)
Proposal (Home Bargains)	2,111	5,722	12.08

- Notes:**
- 1. Sales density derived from GlobalData
 - 2. Turnover = floorspace x sales density
 - 3. At 2022 prices

Table 3a: Trading Effects of the Proposal (Convenience only)

Location	Turnover Pre-development		Trade Diversion to Proposal		Turnover Post Development (2029) (£m)	Impact
	2024 (£m)	2029 (£m)	(%)	2029 (£m)		
Proposal					5.48	
Huyton town centre						
ASDA, Huyton Lane	41.21	41.54	28.0%	1.53	40.01	-3.7%
Other	9.28	9.36	5.5%	0.30	9.05	-3.2%
Sub-total	50.49	50.89	33.5%	1.84	49.06	-3.6%
Edge-of / out-of-centre						
Tesco Esso Express, Cronton Road	3.17	3.19	0.5%	0.03	3.17	-0.9%
Aldi, Coppice Lane	13.02	13.12	5.0%	0.27	12.85	-2.1%
Elsewhere			61.0%	3.34		
Total	-	-	100.0%	5.48	-	-

- Notes:
1. Turnover pre development taken from Table 1a and allows for increases in sales efficiencies between 2024 and 2029 - as identified by Experian Retail Planner Briefing Note 21 (February 2021) (Figure 4a)
 2. Turnover of proposal taken from Table 2 and assumes that 45% of the turnover is generated by the convenience retail sector and allows for increases in sales efficiency post 2024
 3. Trade diversion to proposal based on professional assumptions informed by the strength and proximity of competing provision and the nature of retailing proposed
 4. Turnover post development = turnover pre-development minus trade diversion to proposal
 4. Impact = change in turnover expressed as a proportion of the reduction in turnover from pre-development levels
 6. At 2022 prices

Table 3b: Trading Effects of the Proposal (Comparison only)

Location	Turnover Pre-development		Trade Diversion to Proposal		Turnover Post Development (2029) (£m)	Impact
	2024 (£m)	2029 (£m)	(%)	2029 (£m)		
Proposal					7.47	
Huyton town centre						
ASDA, Huyton Lane	16.93	19.04	18.0%	1.34	17.69	-7.1%
Other	18.99	21.36	5.5%	0.41	20.95	-1.9%
Sub-total	35.92	40.40	23.5%	1.76	38.65	-4.3%
Edge-of / out-of-centre						
Tesco Esso Express, Cronton Road	0.25	0.25	0.0%	0.00	0.25	0.0%
Aldi, Coppice Lane	1.32	1.33	1.0%	0.07	1.26	-5.6%
Elsewhere			75.5%	5.64		
Total	-	-	100.0%	7.47	-	-

- Notes:
1. Turnover pre development taken from Table 1a and allows for increases in sales efficiencies between 2024 and 2029 - as identified by Experian Retail Planner Briefing Note 21 (February 2021) (Figure 4b)
 2. Turnover of proposal taken from Table 2 and assumes that 55% of the turnover is generated by the convenience retail sector and allows for increases in sales efficiency post 2024
 3. Trade diversion to proposal based on professional assumptions informed by the strength and proximity of competing provision and the nature of retailing proposed
 4. Turnover post development = turnover pre-development minus trade diversion to proposal
 4. Impact = change in turnover expressed as a proportion of the reduction in turnover from pre-development levels
 6. At 2022 prices

Table 3c: Trading Effects of the Proposal (Convenience & Comparison)

Location	Turnover Pre-development		Trade Diversion to Proposal 2029 (£m)	Turnover Post Development (2029) (£m)	Impact	Change in Turnover Post Development (2024-2029) (£m)
	2024 (£m)	2029 (£m)				
Proposal				12.95		
Huyton town centre						
ASDA, Huyton Lane	58.14	62.20	2.88	59.32	-4.6%	1.18
Other	28.28	30.25	0.71	29.54	-2.4%	1.26
Sub-total	86.41	92.45	3.59	88.86	-3.9%	2.45
Edge-of / out-of-centre						
Tesco Esso Express, Cronton Road	3.41	3.65	0.03	3.63	-0.7%	0.21
Aldi, Coppice Lane	14.34	15.34	0.35	14.99	-2.3%	0.65
Elsewhere			8.98			
Total	-	-	12.95	-	-	-

- Notes:
1. Derived from Table 3a and Table 3b
 2. Change in turnover = turnover post development in 2029 *minus* turnover pre-development in 2024
 3. At 2022 prices

Table 4: Five Minute Catchment Spend

	Total Comparison (£m)	Total Convenience (£m)	Comparison & Convenience (£m)
Five Minute Catchment from Huyton Town Centre	£111,784,920	£80,889,209	£192,674,129

- Notes:
- 1. Data derived from Location Analyst
 - 2. At 2022 prices



Document 3

Marketing Particulars



PHASE TWO
DETAILED
PLANNING SUBMITTED

INDUSTRIAL / WAREHOUSE UNITS

UNIT A 145,250 sq ft (13,494 sq m)

UNIT B 65,600 sq ft (6,094 sq m)





Units A & B will provide high quality fully refurbished self contained industrial/warehouse units in a strategic location.

Unit	Ground Floor	First Floor / Office	Total	Car Parking (Accessible)	Cycle Parking	Motorcycle Parking	EV Charging Point (Enabled with ducting)
A	141,250 sq ft (13,122 sq m)	4,000 sq ft (372 sq m)	145,250 sq ft (13,494 sq m)	134 (7)	16	7	1 (27)
B	63,100 sq ft (5,862 sq m)	2,500 sq ft (232 sq m)	65,600 sq ft (6,094 sq m)	61 (7)	7	3	1 (12)

-  Steel portal frame / Steel truss construction
-  Eaves height up to 7.72m
-  Low energy lighting
-  First floor office accommodation
-  Substantial trailer parking areas
-  Dock level and level access loading doors
-  High quality refurbishment / re-modelling
-  Sprinkler system to Unit A
-  Dedicated car parking areas

Unit A - Front

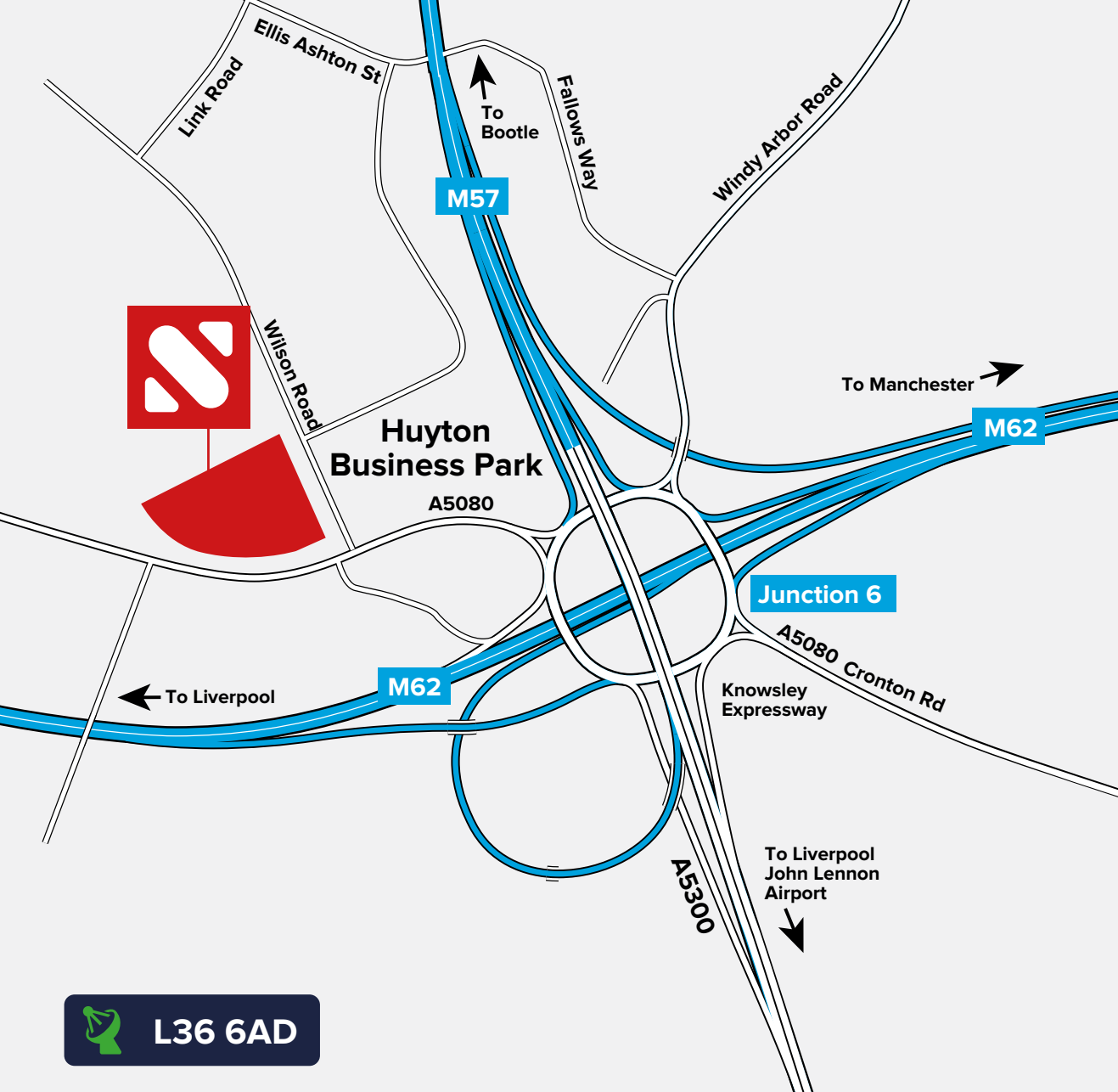


Unit A - Rear



Unit B





 **L36 6AD**

Huyton Business Park comprises a well-established predominantly industrial and trade counter location, strategically situated adjacent to the M62/M57 intersection, known locally as Tarbock Island. Liverpool City Centre is located approximately 9.5 miles to the West of the property, whilst Warrington and Manchester are located 11.5 miles and 25 miles to the East.

The estate benefits from excellent road communications, with good access to the M57, M56, M62, M58, M53 and the M6 motorways. Liverpool John Lennon Airport is located approximately 7 miles South, with Manchester International Airport located approximately 28 miles South East. Liverpool Lime Street station and Runcorn station provide regular rail services to London Euston, and also provide links to the North West including Manchester, Preston and Warrington.

The region is further enhanced by the completion of a number of major infrastructure projects which include the Liverpool2 Container Terminal and also the New Mersey Crossing Bridge.





LIVERPOOL

WILSON ROAD

COREX
LIVERPOOL

ROYAL MAIL

JOHN MASON
INTERNATIONAL

LFC

HEMSEC

BATLEYS
LIVERPOOL

OLYMPIC
OILS

VILLAGE
HOTEL

ANTOLIN
INTERIORS

M57

M62



M62

A5300 KNOWSLEY EXPRESSWAY

J6/1

STRATEGICALLY SITUATED ADJACENT
TO THE **M62/M57 INTERSECTION**

M6/MANCHESTER

TERMS

On application.

VAT

VAT will be payable where applicable.

LEGAL COSTS

All parties will be responsible for their own legal costs incurred in the transaction.

EPC

Energy Performance Certificate is being prepared and will be made available upon request.

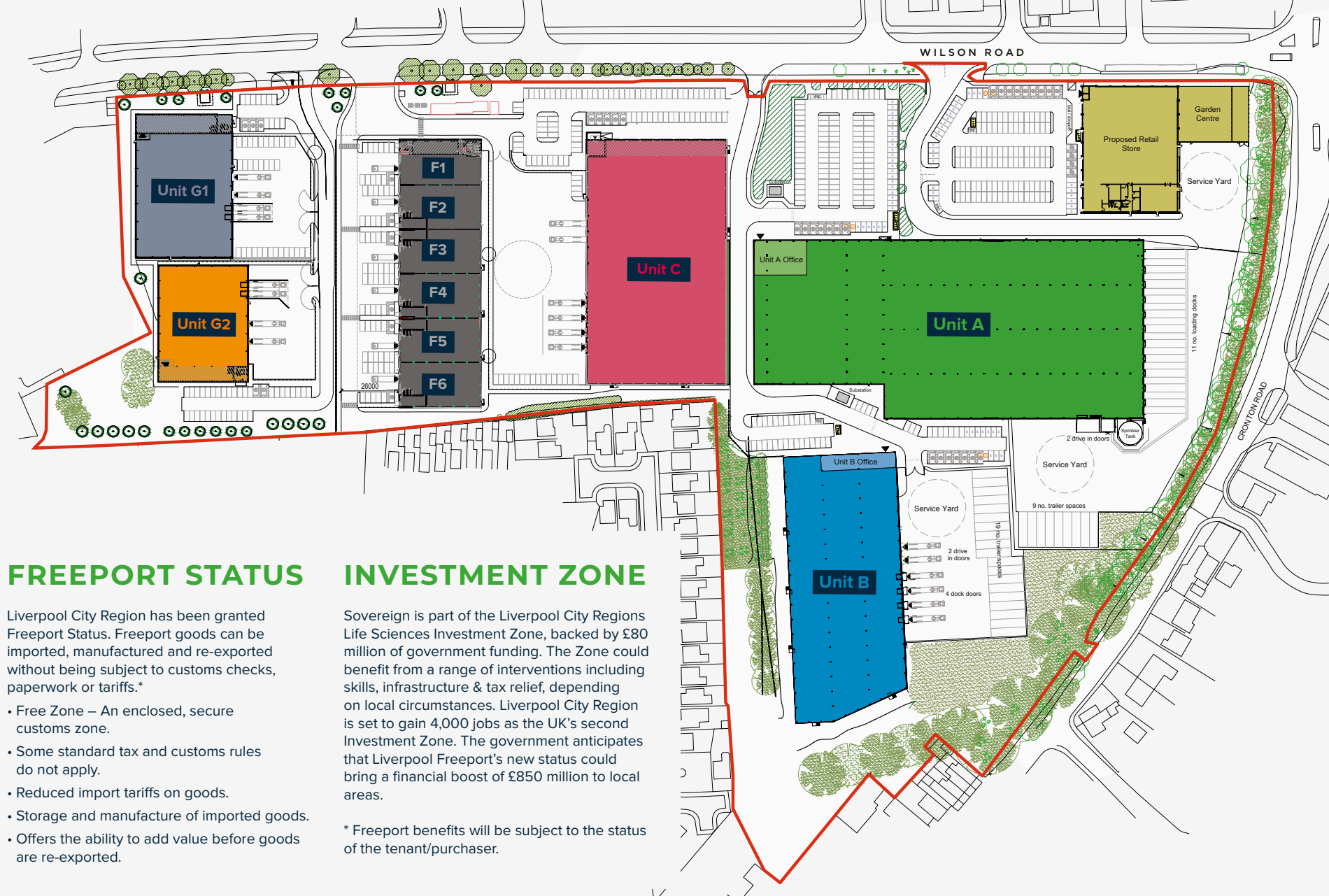
FURTHER INFORMATION

For further information please contact;



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07738 735 632
jon@b8re.com

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FREEPORT STATUS

Liverpool City Region has been granted Freeport Status. Freeport goods can be imported, manufactured and re-exported without being subject to customs checks, paperwork or tariffs.*

- Free Zone – An enclosed, secure customs zone.
- Some standard tax and customs rules do not apply.
- Reduced import tariffs on goods.
- Storage and manufacture of imported goods.
- Offers the ability to add value before goods are re-exported.

INVESTMENT ZONE

Sovereign is part of the Liverpool City Regions Life Sciences Investment Zone, backed by £80 million of government funding. The Zone could benefit from a range of interventions including skills, infrastructure & tax relief, depending on local circumstances. Liverpool City Region is set to gain 4,000 jobs as the UK's second Investment Zone. The government anticipates that Liverpool Freeport's new status could bring a financial boost of £850 million to local areas.

* Freeport benefits will be subject to the status of the tenant/purchaser.