



Planning Statement

Unit 12, Halewood District Centre, Liverpool

**Planning Application seeking Change of use
from Use Class E to flexible Class E or
laundrette use (Sui Generis)**

LCP Management Limited

February 2026

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Planning Statement

Unit 12, Halewood District Centre, Liverpool

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1.0 Introduction

1.1 Alder King Planning Consultants have been instructed by LCP Management Limited to prepare a Planning Statement to support a planning application seeking a change of use of Unit 12, Halewood District Centre, Liverpool for use as a launderette.

1.2 Specifically, the description of development is as follows:

Change of use from Use Class E to flexible Class E or launderette use (Sui Generis)

1.3 The purpose of this statement is to provide an understanding of the site and development proposal and assess the town planning merits of the proposed development against the development plan and other material considerations.

1.4 The statement concludes, in accordance with the Development Plan and any other material considerations, that the proposed launderette use is wholly consistent with the designated District Centre location. The proposal aligns with local and national planning policies, supporting economic growth and providing a valuable service to the community. The proposed use is wholly supported within the District Centre location and would bring a vacant unit back into active use, further positively supporting the vitality and viability of the centre.

1.5 The remainder of this statement is structured as follows:

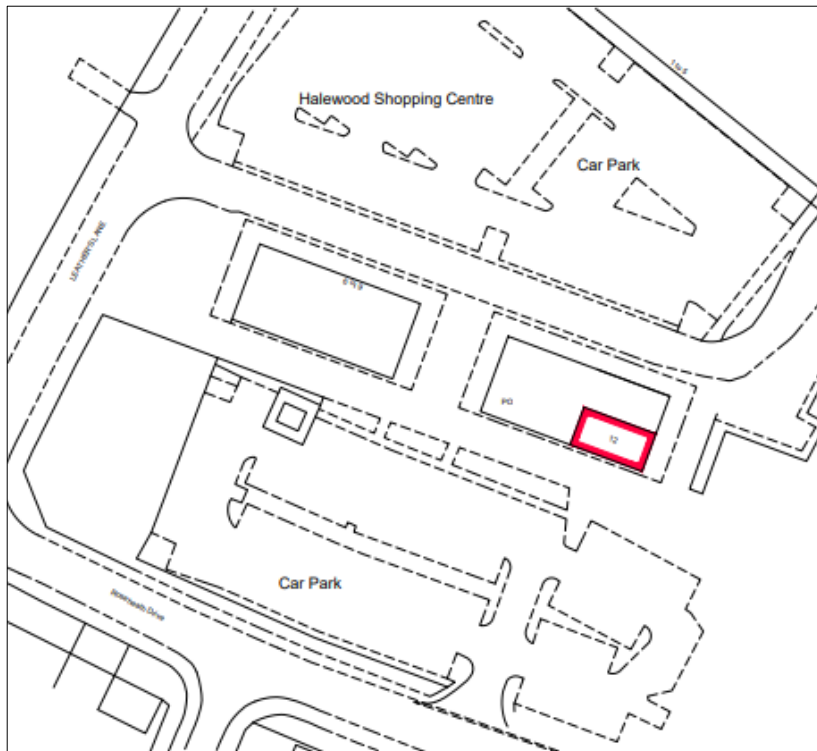
- Section 2: describes the site and surroundings and sets out relevant planning history;
- Section 3: provides details of the proposed development and background for the proposed occupier;
- Section 4: sets out the relevant town planning policy context for the proposed development;
- Section 5: provides an assessment of the proposal having regard to the development plan and material considerations; and
- Section 6: sets out the overall conclusions.

2.0 Site, Surroundings & Planning History

The Application Site

- 2.1 The application site comprises Unit 12 at Halewood District Centre, Halewood, Liverpool, L26 0TX. The site is identified at **Figure 2.1** below.

Figure 2.1: Site Location Plan



- 2.2 The unit measures circa 91sqm in total and was formerly occupied by Keeley's Café but has been vacant since the start of January 2026. The unit is located within one of two clusters of 4 units on the southern side of the district centre. Refuse storage is located within the unit and within a central service area between the adjacent unit. The unit is flat roofed with overhanging canopy and is constructed of steel frame block and white render with anthracite glazing to the front and side.
- 2.3 The site is readily accessible on foot, by bicycle, public bus, train and by car. Nearest bus stops are located in close proximity off Leathers Lane serving Halewood District Centre, with the nearest train station being Halewood Train Station to the north. The centre is also served by a large car park.
- 2.4 The site is located within Flood zone 1 (low probability of flooding).
- 2.5 The site does not comprise a statutory listed building and is not located within a conservation area.

Surroundings

- 2.6 In the immediate context, the site is located within Halewood District Centre and is surrounded by commensurate uses including retail, food and drink, a library, doctors' surgery.

Planning History

- 2.7 The planning history for the site is limited to planning permission ref: 10/00523/HYB, approved in November 2010 (as amended/varied) for the:

"Erection of 1 no. 1,597sq m foodstore (use class A1) and 12 no. units comprising of 2,489sq m of mixed retail/commercial floorspace (use classes A1, A2, A3 and A5), together with construction of new accesses and car parking, bus interchange, hard and soft landscaping and miscellaneous works (detailed application) together with outline application for public house (use class A4) (access to be considered at this stage)"

- 2.8 Further to the planning history on the site, its former use and the introduction of Use Class E by the Government in September 2020, the current lawful use of the application unit is Class E use.

3.0 Proposed Development & Background

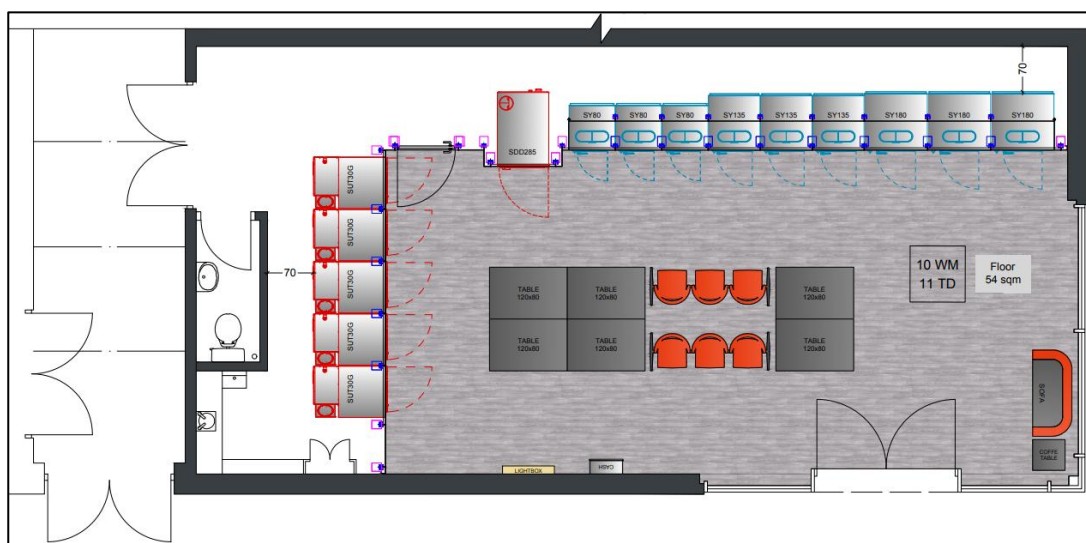
Proposed Development

- 3.1 The proposed development seeks a change of use at the site from Use Class E (formerly occupied as Keeley's Café) to flexible Use Class E or a launderette use (Sui Generis). The proposal is required to facilitate the occupation of the site by Speed Queen UK to operate as a launderette. The proposed launderette use would be open daily from 07:00 to 22:00.
- 3.2 The proposed development is limited to a change of use for the unit. Modifications to the existing building will be minimal, focusing mostly on interior configuration and necessary plumbing, electrical and gas installations.
- 3.3 Owing to the extant Class E use of the site, the proposal seeks to broaden the lawful use to ensure this is brought back into active use with Speed Queen UK to occupy the unit as a launderette. In this regard, the proposed description of development is as follows:

"Change of use from Class E to flexible Class E or Launderette use (Sui Generis)".

- 3.4 Works to facilitate the change of use are limited to the internal fit out of the unit with no external physical works which would otherwise materially change the external appearance. Hot air extraction from the dryers will be via a small duct/flue to be installed on the roof of the building. The duct/flue will not be visible from the street scene owing to the parapet around the edge of the roof. The small duct/flue will not materially affect the external appearance of the building and therefore does not constitute 'development' under the provision of the Town and Country planning Act 1990. Therefore, planning permission is not required for the small roof mounted duct.
- 3.5 The proposal would benefit from the established existing access arrangements for Halewood District Centre with choice of sustainable transport modes including walking, cycling, bus and train. For users travelling by car, the site is served by the existing district centre car park which serves all businesses here.
- 3.6 Waste disposal, including used detergents and lint waste, will be managed under local environmental regulations. Water and environmentally friendly detergents are the only waste. These will flow out through the waste water outlet. Lint which accumulates from the machines will also be removed manually and disposed of in general waste on a daily basis. Servicing and deliveries will be limited to designated hours to reduce any potential disruption to surrounding businesses and residents.
- 3.7 Figure 3.1 below sets out an indicative internal arrangement of the proposed laundrette showing the potential number of washing machines and dryers.

Figure 3.1: Indicative Internal Layout



Note: This plan does not form part of the planning application drawings (given it relates to internal arrangements).

Speed Queen UK - Background

- 3.8 Speed Queen is the world's leading self-service laundry brand, with over 1,000 locations established across Europe. NewCo is a 50/50 Joint Venture between Deeps Neeuq Limited ('DNL'), the exclusive distributors for Speed Queen licensed stores in the UK and Ireland, and M Core, an established institutional landlord in the UK.
- 3.9 DNL currently operates 39 Speed Queen locations across Ireland and has partnered with an operator in Scotland to open 15 locations. The successful rollout and operations of Speed Queen by DNL has demonstrated both the business model and community value for modern laundrettes to be implemented at scale across multiple areas. DNL is now progressing with the opening of new Speed Queen locations across England to deliver the same benefits as have been seen across Europe.
- 3.10 The expansion programme has been underpinned by significant investment in modern, high-specification equipment, digital management systems and customer experience technology, ensuring consistency, safety and reliability across all locations.
- 3.11 Speed Queen laundrettes operate as modern, technology-enabled self-service facilities. Customers can access the service using a range of contactless payment options, including bank card, phone wallet and the Speed Queen mobile app. These systems allow customers to select machines, make cashless payments, and monitor wash and dry cycles in real time, with notifications available when cycles are complete. Users can monitor this remotely to identify how many machines are available at the present time, and how long each cycle remains to ensure availability when needed.

- 3.12 From an operational perspective, all machines and sites are monitored remotely via a centralised management platform. This provides live visibility of machine performance, cycle status and any faults, allowing issues to be identified and resolved quickly without disruption to customers. The system also allows machines to be taken out of service remotely if required, ensuring safety, reliability and consistent operational standards across all locations.
- 3.13 Customer satisfaction is a core priority for the business, and a proactive, hands-on approach is taken to issue management and resolution. The customer support team works closely with the central operations system to troubleshoot issues remotely where possible and to coordinate cleaning, maintenance or security responses where required, ensuring swift resolution and minimal disruption to customers.

4.0 Planning Policy Context

Introduction

- 4.1 Planning decisions must be taken in accordance with section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004.
- 4.2 Section 70(2) of the Town and Country Planning Act 1990 requires the decision maker to have regard to the provisions of the Development Plan and any other material considerations. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires decisions be made in accordance with the Development Plan unless material planning considerations indicate otherwise.
- 4.3 The site is located within the Local Planning Authority area of Knowsley Council. The development plan for the Site consists of the:
- Knowsley Local Plan Core Strategy (adopted 2016);
 - Merseyside and Halton Joint Waste Plan (adopted 2013);
 - Knowsley Replacement Unitary Development Plan (adopted 2006) saved policies.
- 4.4 There is no 'made Neighbourhood Plan covering the site.
- 4.5 Material considerations include the National Planning Policy Framework ('NPPF'), the National Planning Practice Guidance ('NPPG') and any relevant Supplementary Planning Documents.
- 4.6 In accordance with the Council's adopted policies map, the site is identified to be within the:
- Halewood District Centre; and
 - Ravenscourt Action Area.

Knowsley Local Plan Core Strategy (2016)

- 4.7 Policy CS1 (Spatial Strategy for Knowsley) sets out that the spatial development of Knowsley to 2028 will be achieved by, *inter alia*:
- *"maintenance of the existing settlement hierarchy, including the role of Huyton/Stockbridge Village, Kirkby, Prescott/Whiston and Halewood as larger suburban centres..."*
 - *"an efficient and sustainable use of land and infrastructure, encouraging where possible the reclamation and reuse of previously developed land"*

- 4.8 Policy CS1 further sets out that priorities for the development of Knowsley to 2028 include maintaining and enhancing the borough's town, district and local centres.
- 4.9 With regard to the Spatial Vision, the Core Strategy sets out that by 2028, Knowsley Borough will be known for its successful suburban townships that provide a sense of place and community, having sustainable, diverse, more prosperous and healthy populations. As part of this, the district centres of Halewood and Stockbridge Village will be renewed and thriving, serving as centres providing local shops and services for those communities.
- 4.10 Policy CS6 (Town Centres and Retail Strategy) sets out Knowsley's hierarchy of centres. This policy states that in order to enhance the vitality and viability of Knowsley's centres and maintain appropriate local service provision, the following hierarchy shall apply:
- a) **Huyton, Kirkby and Prescot Town Centres** will enhance their equal role in providing comparison and convenience shopping. This will be supplemented by a complementary mix of leisure, health, residential, education, cultural, employment, service uses and complementary evening and night time uses.
 - b) **Halewood (Ravenscourt), Liverpool Road/Page Moss and Stockbridge Village** will retain a district centre role providing a local shopping function to complement the town centres, mainly focused on convenience shopping and services appropriate to local needs.
 - c) **Local Centres** will provide local shopping and service provision of an appropriate scale relative to the size and function of each centre.
- 4.11 The Core Strategy sets out that key issues for Halewood include a need to consolidate the vitality and viability of Ravenscourt District Centre, taking account of recently completed regeneration activity, to ensure that its retail function and performance continues to meet the needs of Halewood's residents. Priorities for the area include to re-develop and enhance Ravenscourt District Centre as the focal point for Halewood, including appropriate retail facilities, community service provision and public transport interchange.

Knowsley Replacement Unitary Development Plan (2006)

- 4.12 Saved policy S2 (Diversification of Uses within existing Centre) sets out that proposals for the change of use or alteration of existing buildings, to provide town centre uses (as defined in Appendix 7 of the plan) within existing town and district centres will be permitted provided that the following criteria are met:
- The proposal would be compatible with the scale and role of the centre and would not have a detrimental impact on the retail function of the centre;

- The proposal would not result in a grouping of uses which would have a negative impact on the character of the centre;
- The use would not (by reason of smells, noise, visual intrusion or general disturbance) have a detrimental impact on the environment of the surrounding area; or on the amenity of any neighbouring residents; and
- The proposal would not cause or exacerbate on-street parking, traffic or amenity problems.

National Planning Policy Framework

- 4.13 NPPF Section 2 sets out guidance to achieve sustainable development, including economic and social objectives to help build a strong, response and competitive economy and support strong, vibrant and healthy communities.
- 4.14 NPPF paragraph 98 sets out that planning policies and decisions should provide the social, recreational and cultural facilities and services the community needs, including positively planning for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments.
- 4.15 NPPF paragraph 90 sets out that planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Planning policies should, *inter alia*, define a network and hierarchy of town centres and promote their long-term vitality and viability by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allowing a suitable mix of uses.

5.0 Planning Assessment

- 5.1 This section of the statement provides an assessment of the proposed development with reference to relevant planning policy context, as well as other relevant material considerations.

Principle of Development

- 5.2 The site forms part of the Halewood District Centre, identified as a designated District Centre within the adopted Core Strategy.
- 5.3 The Core Strategy is clear that the Borough's District Centres should be maintained and enhanced over the plan period. Moreover, that the Halewood District Centre will be renewed and thriving providing local shops and services for the local community.
- 5.4 In this regard, the proposed use of the site as a launderette is wholly appropriate and compatible with the setting and position of the site within an established centre. The proposal will support the function of the wider district centre as an attractive destination and promote the vitality and viability of the location as designated District Centre for local residents.
- 5.5 This is wholly supported by the provisions of local and national planning policy with the proposed development in accordance with the adopted Spatial Strategy and Vision for Knowsley under Core Strategy Policy CS1 and NPPF paragraph 90.
- 5.6 Fundamentally, saved policy S2 of the Unitary Development Plan sets out that proposals for the change of use of existing buildings, to provide town centre uses (as defined in Appendix 7 of the plan) within existing town and district centres will be permitted provided that the following criteria. Appendix 7 of the plan defines a launderette as a town centre use. Moreover, the proposal would wholly accord with saved policy S2 criteria in that it would:
- Be compatible with the scale and role of the District Centre and would have a positive impact on the retail function of the centre;
 - Would not result in a grouping of such uses which could otherwise have the potential to negatively impact the centre;
 - Would have no detrimental impact on the environment and amenity of the surrounding area; and
 - Would not adversely impact traffic/parking for the Centre.
- 5.7 To this end, the Development Plan establishes the acceptability of the proposed use within this defined centre location.

- 5.8 The proposal further supports the provisions of Core Policy CS6 (Town Centres and Retail Strategy) in providing local service provision of an appropriate scale relative to the size and function of the centre.
- 5.9 With regard to relevant planning policy, the principle of development is wholly supported.

Employment and Local Economic Benefits

- 5.10 Further to the economic objectives set out in Section 2 of the NPPF in supporting sustainable development, it is highlighted that the proposal would bring the site back into active use. This currently comprises a vacant unit, following the closure of the previous café at the beginning of 2026, which plays no role in supporting the function of the District Centre. The proposed operation of the site as a launderette would serve to positively support the vitality and viability of the centre in this regard. The proposal would positively support the viability and vitality of the District Centre by bringing a currently empty unit into active use and therefore would also support other businesses in the centre by increasing footfall.
- 5.11 Moreover, while Speed Queen sites are unmanned during normal operation, the business supports employment both locally and nationally. Each site is serviced by regular on-site cleaning contractors, ensuring high standards of cleanliness and hygiene. Additionally, engineers are employed on the road to carry out maintenance, inspections and repairs, as necessary, with rapid response times supported by remote diagnostics and ticketing systems.
- 5.12 A dedicated customer service and operations team monitors all locations centrally, handling customer enquiries, coordinating maintenance, liaising with cleaning and security providers, and ensuring operational standards are consistently met. This model supports a range of skilled and semi-skilled roles while maintaining an efficient and low-impact physical footprint at individual sites.

Community and Social Benefits

- 5.13 The proposed development positively supports the social objectives of sustainable development, as set out in NPPF Section 2. Self-service launderettes provide important social and community value. They offer a practical service for residents without access to large domestic machines, particularly for bulky items such as bedding, duvets and pet laundry. The ability to complete multiple loads quickly supports modern lifestyles and can be especially beneficial for families, older residents and those living in smaller homes.
- 5.14 Speed Queen facilities are designed as clean, bright and welcoming spaces that contribute positively to the local streetscape. Customer feedback across the existing estate shows high levels of satisfaction, cleanliness and repeat use, reinforcing the role of these facilities as well-managed, community-focused amenities rather than traditional laundrettes.

Character and Amenity

- 5.15 The proposed use would complement the District Centre and would not lead to any adverse impacts on the landscape character or amenity. The application proposes no material external changes to the unit. External works would be limited to the installation of a flat ventilation extractor on the roof (not visible to the streetscene). This is not out of keeping with the character of the area.
- 5.16 Moreover, there are no residential properties in close proximity to the site. In any case, Speed Queen facilities are fitted with commercial-grade machines specifically designed for use in shared and urban environments. Equipment is modern, energy-efficient and engineered for low-noise operation. Washing machines are soft-mounted to reduce vibration, while dryers are designed to operate smoothly and efficiently, minimising mechanical noise. The absence of on-site staff, late-night deliveries or ancillary activities further limits noise generation with opening hours limited to 07:00 – 22:00 daily.
- 5.17 Therefore, in accordance with Saved Policy S2 of the Knowsley Replacement Unitary Development Plan, the proposed development would have no adverse impact on the character or amenity of the area.

Sustainability and Environmental Performance

- 5.18 Sustainability is a core element of the Speed Queen operating model. Independent analysis shows that modern self-service laundry facilities can use up to 40% less energy than traditional domestic washing machines, and up to 50% less energy compared with washing and drying at home, largely due to high-capacity loads, efficient machines and optimised cycle times.
- 5.19 Speed Queen sites also benefit from water-efficient washers, reduced chemical usage through controlled dosing, and the use of ozone cold-water washing technology, which significantly reduces heating demand while maintaining high wash performance. Centralising laundry provision in this way supports wider sustainability objectives by lowering overall energy and water consumption and reducing carbon emissions.
- 5.20 The choice of detergents and chemicals used in laundry can have a significant impact on the environment. Traditional home washing often involves the use of various laundry products, some of which may contain harmful chemicals that can be detrimental to water systems and aquatic life when washed down the drain. Speed Queen offer a greener alternative by providing customers with eco-friendly detergents and softeners. Speed Queen automatically dose environmentally friendly products, ensuring that customers can make sustainable choices that align with their values. By opting for eco-friendly detergents and chemicals, Speed Queen users actively contribute to reducing chemical pollution and safeguarding the ecosystem.

Transport/Parking

- 5.21 The transport impact of the proposed development would be commensurate with existing uses within the District Centre, including the former café use of the site. Moreover, the site will continue to be served by the communal district centre car park.
- 5.22 The District Centre is well served by a choice of sustainable transport modes including walking, cycling, bus and train. Given the residential context of the wider surrounding area, the proposed development will positively respond to the surrounding walking catchment and assimilate with the commensurate uses in the District Centre.
- 5.23 The proposal is therefore wholly acceptable in this regard.

Summary

- 5.24 The proposed laundrette aligns with local and national planning policies, supporting economic growth and providing a valuable service to the community. The proposed use is wholly supported within the District Centre location and would bring a vacant unit back into active use, further positively supporting the vitality and viability of the centre. Given the immediate and wider benefits outlined, and absence of any adverse impacts, we respectfully request that the Local Planning Authority grants planning permission for the proposed development.

6.0 Conclusions

- 6.1 This Planning Statement supports an application by LCP Management Limited seeking planning permission for the change of use of Unit 12 at Halewood District Centre from Class E (formerly occupied as Keeley's Café) (Use Class E) to a Class E or launderette use (Sui Generis). The proposal is required to facilitate the occupation of the site by Speed Queen UK to operate as a launderette.
- 6.2 The proposed change of use would ensure that the site, which has remained vacant since the start of January 2026, would be brought back into active use.
- 6.3 The site forms part of the Halewood District Centre, with this designated as a District Centre within the Development Plan.
- 6.4 The Development Plan identifies a launderette as a town centre use, supported within defined centres.
- 6.5 The proposal would bring multiple economic, social, community and environmental/sustainability benefits with no unacceptable adverse impacts.
- 6.6 To this end, the proposed laundrette aligns with local and national planning policies, supporting economic growth and providing a valuable service to the community. The proposed use is wholly supported within the District Centre location and would bring a vacant unit back into active use, further positively supporting the vitality and viability of the centre.
- 6.7 Given the clear immediate and wider benefits outlined, and absence of any adverse impacts, we respectfully request that the Local Planning Authority grants planning permission for the proposed development.



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