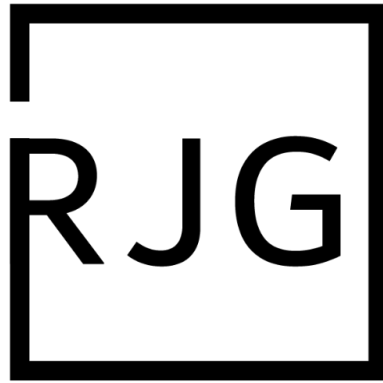




RJG ARCHITECTURE

Sequential Test – Proposed health and wellbeing centre adjacent to Bluebell Barbers, Primrose Drive, Huyton

Prepared by RJG Architecture Ltd – 3rd January 2023

This sequential test has been produced for and on behalf of our client to support the full planning application submitted for the proposed side addition to the current commercial building, creating a health and wellbeing studio.

The commercial building is situated on Primrose Drive, Huyton and is a two-storey building which has a café at the ground floor and a barber at the first floor. As outlined in the planning statement, the addition will be a health and wellbeing studio supporting the local community and offering employment opportunities to personal trainers in the area.

The site has close links to the M57 and is situated in the heart of Huyton with close links to Knowsley. Other local gyms in the area are the major players in the industry such as David Lloyd (approximately 6.5km as the crow flies), Lifestyles Gym (4km as the crow flies), Derby Lane Health and Fitness (4km as the crow flies), JD Gyms Bellevalle (2km as the crow flies), Harriet McGuffie Fitness (5.6km as the crow flies) and Gym 21 Liverpool (approx. 7km as the crow flies). These gyms offer varying levels of services and appeal to a wide range of clients across the area without there being a high concentration of gyms in a small radius.

The proposed studio will offer a more bespoke and personalised PT service combined with mental health and life coaching. The café will also provide healthy food to compliment and provide a link to the wellbeing studio.

The location of the proposed studio is easily accessible by public transport and there is a bus stop directly outside the building with bus route 7 linking Warrington and Liverpool and bus route 870 running between Old Swan and Huyton Industrial Estate. There is also a main bus route on Liverpool Road providing a link between St Helens and Liverpool with bus routes, 10, 10Q and 10S. Clients can also cycle and drive to the gym, it is also within walking distance for the nearby residential estates in the area.

A desktop survey was carried out on 3rd January 2023 using search engines such as 'Rightmove', 'Zoopla', 'Property Link' and 'Prime Location'. The search was conducted for commercial units which

were within a 3-mile radius of the exiting site and allows for a search containing similar sized commercial units which would be suitable for a fitness studio with an adjoining café.

During the desktop study, no results were found for suitable commercial units available within the local district centres. Consequently, out of centre locations have been reviewed for the sequential test. The sites identified were generally only accessible via car and our client feels that this would exclude some of the clients who would benefit from the locality of the health and wellbeing studio from other transport methods.

We have provided a summary of 3 available properties nearby and an assessment of their suitability.

Site 1	Knowsley Industrial Estate, Arbour Lane, Kirkby
Size	100-4500 sq. ft.
Location	Located within Knowsley Industrial Estate
Description	Office / Retail
Availability	Advertised and therefore available
Suitability	The site's location is 6.75km from the current location but is advertised as an office space. A costly conversion which may not be permitted by both the landlord and future tenants, would have to be carried out. These constraints mean that the site is not suitable for the proposed development.

Site 2	Unit 6, North Mersey Business Centre, Knowsley Industrial Park
Size	300-500 sq. ft.
Location	Situated in the industrial area of Knowsley
Description	Fully refurbished office to lease
Availability	Advertised and therefore available
Suitability	The site is in a good location with a good links to the surrounding areas of St Helens and Knowsley and the possibility of a good foot fall to the gym. The site is an office facility and has been fully refurbished therefore the landlords would be unlikely to agree to the further conversion to a gym facility, consideration would also have to be given to neighbouring tenants and the impact of day to day business with a gym being situated in the office building with noise, etc.
Conclusion	The site is outside a sequentially preferable location, the current use of the site could not accommodate a gym and would need a conversion of the premises to make it suitable to house a gym. The site is therefore not suitable.

Site 3	Number 1, Marl Road Business Centre, Marl Road, Knowsley Industrial Estate
Size	703 sq. ft.
Location	Situated in the industrial area of Knowsley
Description	Secure unit ready for lease
Availability	Advertised and therefore available
Suitability	The site is located in Knowsley Industrial Estate and has the potential to attract good footfall within the area, parking may also be a problem and the internal space is quite limited to house the equipment and adjacent café. Costly conversion of the site would need to be carried out to convert the premises to make it suitable. The site is therefore not suitable.
Conclusion	The site is not within a sequentially preferable location, the size of the site cannot accommodate a health and wellbeing centre and the café proposed at the current site. It also does not have suitable parking facilities in the immediate vicinity of the building. The site is therefore not suitable.

Our client is keen to maintain and expand the business at the current location, whilst adding on a business which will complement the existing businesses whilst contributing to the local community to provide accessible health and wellbeing services. Whilst they have assessed other locations in the vicinity, they feel that moving the business from the current building would be costly and ultimately detrimental to what our client is trying to achieve. The properties that were searched were not in a town centre location and after conducting a wider search the location was deemed too far to be a feasible option.