SEQUENTIAL AND RETAIL IMPACT ASSESSMENT

CENTRAL ENGLAND CO-OPERATIVE

108 LIVERPOOL ROAD NORTH, MAGHULL, L31 2HP

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SEQUENTIAL AND RETAIL IMPACT ASSESSMENT

On behalf of: Central England Co-operative

In respect of: 108 Liverpool Road North, Maghull, L31 2HP

Date: August 2023

Reference: 5604LE/R001

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Contents

Appendices

1.0 Introduction

1.1 The Retail Statement has been prepared on behalf of Central England Co-Operative in support of a full application (reference number: DC/2023/01142) for the erection of a new Cooperative Foodstore (Class E), with new shopfront including signage zones, new access, car park / community space, and new secure yard/plant enclosure, including installation of external plant following the demolition of existing buildings at 108 Liverpool Road North, Maghull, L31 2HP. The application was submitted 6th July 2023)

1.2 This Retail Statement provides a brief overview of the site and the development proposal. The Statement then considers the proposed development in relation to national and local retail planning policy in line with guidance set out in Section 7 of the NPPF entitled "ensuring the vitality of town centres" and provides both a Sequential Assessment and Retail Impact Assessment of the impact of the proposed development on the vitality and viability of nearby centres.

1.3 The statement is set out as follows:

- Chapter 1 – Introduction
- Chapter 2 – Site Description and Proposed Development
- Chapter 3 – Planning Policy
- Chapter 4 – Retail Impact Assessment
- Chapter 5 – Sequential Assessment
- Chapter 6 - Conclusions

1.4 In addition, the statement is supported by an appendix containing the retail assessment tables.

2.0 Site Description and Proposed Development

The Site

2.1 The site is located on Liverpool Road North and is approximately 0.51km north of Maghull Town Centre, 12km north of Liverpool City Centre. In total the site is approximately 0.31ha in size and was previously a methodist church, however, has been vacant since September 2021.

2.2 In terms of access, the site is currently accessed off Liverpool Road. This is proposed to move slightly south and will be accessed off Liverpool Road North.

Figure 1 Aerial Image of the Site

Proposed Development

2.3 The proposed development involves the demolition of the existing building and the erection of a new building to create 420 sqm GIA convenience which includes 280 sqm sales area and 140 sqm associated back of house. The development will also create an enclosed service yard with refuse bin storage and refrigeration plant, landscaping and parking for 27no. car park spaces.

3.0 Planning Policy Context

National Planning Policy Framework (the 'NPPF')

3.1 The NPPF was updated in July 2021 and sets out the Government's proposed economic, environmental and social planning policies for England. This is an iteration of the earlier Framework which was published in February 2019. The NPPF carries forward the Government's commitment to supporting sustainable economic growth and indicates that significant weight should be placed on the need to support economic recovery through the planning system.

3.2 The NPPF confirms in Paragraph 2 that applications for planning permission will be determined in accordance with the Development Plan unless material considerations indicate otherwise.

3.3 It confirms that the NPPF must be taken into account as a material consideration in planning decisions.

Ensuring the vitality of town centres

3.4 Section 7 of the NPPF ensures the vitality of town centres. Paragraph 86 states 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."*. It further refers, at part (e), that sites within town centres should be suitable and viable for town centre uses.

3.5 Paragraph 87 states that local planning authorities should apply a sequential test to planning applications for main town centre uses which are not in an existing centre nor in accordance with an up-to-date plan; it indicates that sites should be assessed sequentially, i.e., located within centres first, otherwise in edge of centre locations (within 300m), and only then should out of centre sites be considered. Paragraph 88 states that *"when considering edge of centre and out of centre proposals, preferences should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored."*

3.6 Paragraph 90 states that when assessing proposed town centre uses outside town centres, which are not in accordance with an up-to-date plan, local planning authorities should require an impact assessment if the development is over proportionate, locally set floorspace threshold. *"This should include assessment of:*

a) 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

b) 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)."

National Planning Policy Guidance (NPPG)

3.7 The PPG gives further guidance on the application of the sequential approach at paragraph: 011 Reference ID: 2b-011-20190722 which states:

"The application of the test will need to be proportionate and appropriate for the given proposal. Where appropriate, the potential suitability of alternative sites will need to be discussed between the developer and local planning authority at the earliest opportunity.

The checklist below sets out the considerations that should be taken into account in determining whether a proposal complies with the sequential test:

- *with due regard to the requirement to demonstrate flexibility, has the suitability of more central sites to accommodate the proposal been considered? Where the proposal would be located in an edge of centre or out of centre location, preference should be given to accessible sites that are well connected to the town centre. It is important to set out any associated reasoning clearly;*
- *is there scope for flexibility in the format and/or scale of the proposal? It is not necessary to demonstrate that a potential town centre or edge of centre site can accommodate precisely the scale and form of development being proposed, but rather to consider what contribution more central sites are able to make individually to accommodate the proposal;*
- *if there are no suitable sequentially preferable locations, the sequential test is passed*."

Relevant Local Plan Policies

3.8 The site lies within Sefton Council's jurisdiction. The development plan consists of the Local Plan which was adopted in April 2017, and the Maghull Neighbourhood Plan adopted January 2019.

Sefton Local Plan – April 2017

3.9 Policy SD1 Presumption in Favour of sustainable development – indicates that applications that fully accord with policies within the local plan will be approved unless material considerations indicate otherwise. If there are no policies relevant to the proposed development or relevant policies are out of date then permission will be granted unless material considerations indicate otherwise. This will also take into consideration any adverse impacts which would outweigh the benefits or any specific policies in the NPPF which indicate that the development should be restricted.

3.10 Policy ED2 Retail, Leisure and other town centre uses – outlines that retail, leisure and other town centre uses will be directed towards the boroughs existing centres. All proposals will be subject to a sequential approach. When considering proposals in out of centre locations, preference will be given to accessible sites that are well connected to the defined centres. Impact assessments will also be required to accompany planning applications based on floor space thresholds. Where more than one impact threshold applies, the lower impact threshold will take precedence. The thresholds are outlined below:

"a) outside of the Primary Shopping Areas (for retail) or the town, district and local centres (for leisure and office uses) impact assessments will be required for development which proposes more than 500m2 gross floorspace;

b) within 800 metres of the boundaries of the district centres, an impact assessment will be required for development which proposes more than 300m2 gross floorspace; and

c) within 800 metres of the boundaries of the local centres, an impact assessment will be required for development which proposes more than 200m2 gross floorspace."

3.11 An Impact assessment will also be required for the change of use or variation of conditions from one form of retail development to another is proposed.

Sefton Local Plan Policies Map

3.12 The Policies Maps form part of the Sefton Local Plan, with the Map for Sefton East covering the Site and the Sequential Area.

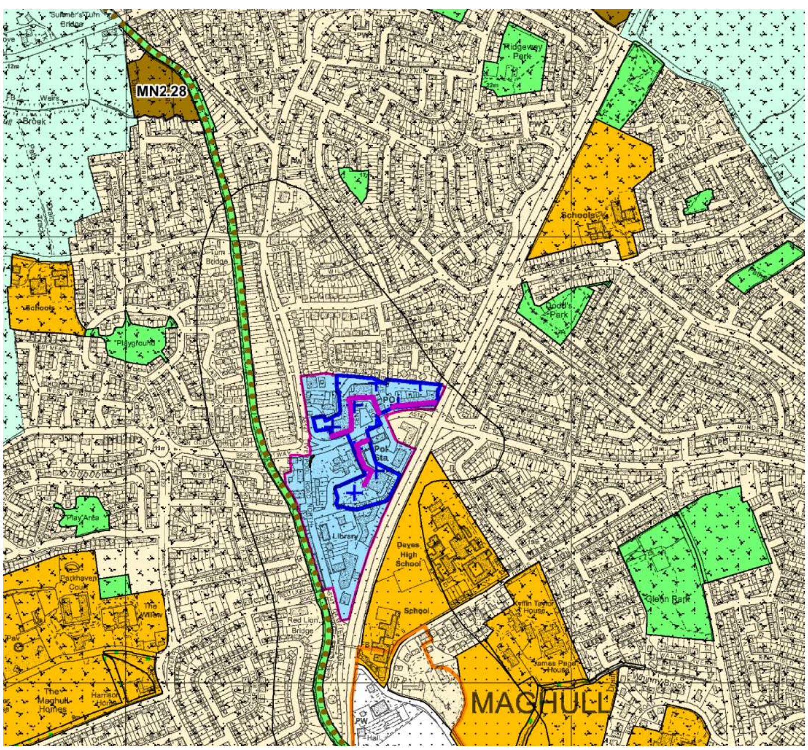


Figure 2 Sefton East Policies Map Extract

3.13 The Map shows the Maghull District Centre in blue, the Primary Retail Frontage (purple line) and Primary Shopping Area (dark blue line) within (Policy ED2). Surrounding the district centre is several designated education and care institutions (yellow area, policy HC7) and open spaces (green area, NH5). The centre is also part of a regeneration area (policy ED6) The site is shown as along a strategic path (brown dots, policy EQ9) as well as open space. The site falls within a 'Primarily Residential Area' (policy HC3).

3.14 To the south of the district centre is a conservation area (policy NH12) and to the north is a couple of housing allocations (brown area, policy MN2). An employment designation sits at the south west boundary of Maghull.

Maghull Neighbourhood Plan

3.15 The Maghull Neighbourhood Plan was adopted at full council 24th January 2019, and as such forms part of the Development Plan for applications within the Neighbourhood Area.

3.16 The Neighbourhood Plan does not have any policies relevant to this proposal, however the map at Appendix A indicates that the site (red dot) is adjacent to a shopping parade (yellow). No proposals are made for retail development outside of the centre within the Neighbourhood Plan.

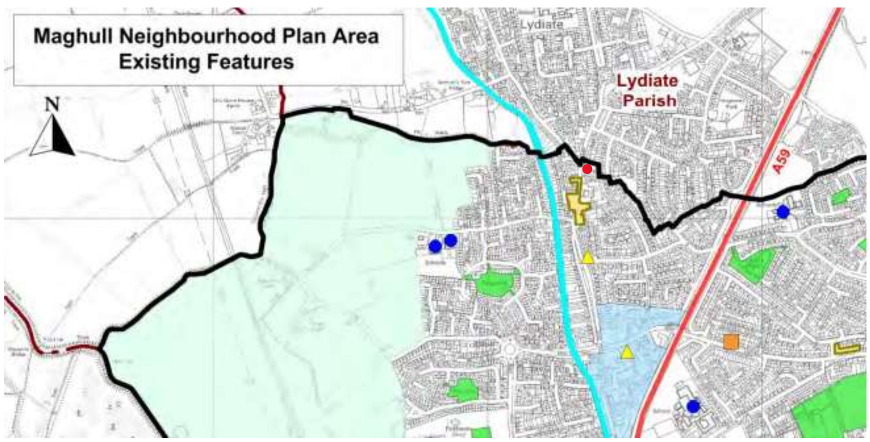


Figure 3 Extract of Appendix 1 of the Maghull Neighbourhood Plan

4.0 Sequential Assessment

4.1 In accordance with Paragraph 87 of the NPPF and policy ED2 of the Sefton Local Plan a Sequential Assessment of sites has been prepared to support the application.

4.2 The following section addresses the sequential assessment, first dealing with the scope of the assessment and defining its interpretation through case law; followed by an assessment of any sequentially preferable sites.

The Requirement for the Sequential Assessment

4.3 The application seeks the development of a retail unit with associated plant, delivery bay, parking and landscaping. It is intended that the store will be used by the applicant, Central England Co-operative. As the site is located 500m away from the nearest defined centre for retail purposes, which is Maghull District Centre, it is necessary to demonstrate compliance with the sequential approach outlined in paragraphs 87 and 88 of the NPPF, and ED2 of the Sefton Local Plan. Consequently, it is necessary to demonstrate that there are no suitable, available and viable sequentially preferable sites that could accommodate the proposed development in accordance with the relevant provisions of both local and national planning policy.

4.4 In undertaking the sequential assessment, it is important to establish an appropriate area of search. The consultation response from the Council's Policy team states:

"Given the localised nature of the proposal, only Maghull district centre needs to be considered as the area of search for the sequential test. There is a need to consider the availability and suitability of any in and edge of centre sites relative to Maghull (and any out of centre sites which may be better connected to the centre) in addressing the sequential test."

Case Law

4.5 It is important at the outset to correctly interpret and apply the sequential test, considering best practice and relevant appeal decisions. The NPPF has removed the specific need to address disaggregation and is supported by the absence of any reference to disaggregation in the updated Planning Policy Guidance Note issued 2020.

4.6 Case law on the issue of disaggregation and the sequential approach can be summarised as follows:

- The Supreme Court Decision in 2012 re Dundee established as a matter of law, that a site has to be suitable for the commercial needs of the operator and that provided that flexibility has been shown in terms of format and scale then a proposed development should not have to be altered or reduced to fit a site.
- The English application of Dundee was established in 2012 through High Court case of North Lincs. The decision maker is 'bound' to take the Applicant's assessment that a site is neither commercially viable nor suitable for their commercial requirements.

- A 2014 High Court Decision at Moreton-in-Marsh applied Dundee to guidance now set out in the NPPF and concluded no material difference between NPPF and Scottish policy statement.
- 2014 Rushden Lakes High Court Decision establishes that the Secretary of State agrees that the sequential assessment relates to the accommodation of the proposal.

4.7 As such, in considering the requirements of the sequential test, we have considered the application proposals as a whole, whilst applying a reasonable degree of flexibility in terms of scale and format, as required by national policy.

The Scheme to be Assessed

4.8 The context for the sequential assessment is that the proposed development is intended to have a foodstore, which would have a floorspace and net sales area of 420 sqm. The store is proposed to be Use Class E.

4.9 In addition, the store is to be served by a car park (27 spaces) and associated land for servicing/deliveries. In total, the functional land required to deliver the proposed development (excluding grassed areas and landscaping) amounts to approximately 2,600 sqm. It is acknowledged however that where units are identified within or on the edge of local centres which benefit from existing on-street parking or good public transport access, these have been assessed rather than dismissing them in the initial site sift exercise.

4.10 The Co-operative have an immediate need for the store and therefore any potential site needs to be available. As expected with convenience stores, the Co-operative also require a site that provides good visibility from the road in order to be attractive to customers and provide easy and legible access into the store and associated car park.

Methodology

4.11 Given the above, a series of parameters can be devised and used to identify suitable sites, these are set out below.

Size Requirements	
Unit Size	420sqm (±10%)
Vacant Units (for conversion/occupation)	Units at least 90% of the proposed unit size
Other Requirements	
A site that can allow for the safe manoeuvring of customer vehicles	
A site with the ability to attract passing trade	
A site that is able to offer adjacent surface level car parking, so that customers can easily transfer food to their vehicles	
A site that can accommodate a dedicated service area to the rear of the store and associated HGV deliveries and manoeuvres	
A single storey, open and unrestricted sales floor area which benefits from a generally level/flat topography, or which has the ability to be developed as such	

4.12 Vacant sites were identified through online marketing databases such as Rightmove, Property link, Zoopla, PrimeLocation and OnTheMarket; through the online websites of commercial agents such as JLL, Carter Towler, Ryden and Knight Frank; and based on local knowledge of the district and the availability and history of a number of potential sites. DPP also looked for potentially vacant units as part of the physical health checks undertaken in August 2023, and reviewed the Local Plan for relevant allocations and designations.

4.13 Any identified sites were then assessed based on their capacity to accommodate the proposed development as a whole in accordance with the 'Dundee' approach cited above. Any site that is not capable of accommodating the proposed development, in terms of physical size, cannot be considered suitable.

4.14 Should any sites be found suitable, they will also need to be sufficiently available and viable for development. For example, sites must be actively marketed as available for development/occupation.

Sequential Sites

Maghull Town Centre

4.15 Our survey of Maghull Local Centre found the following vacant sites:

1. Unit 6, Central Square, Maghull, L31 OAE
2. Unit 24, Central Square, Maghull, L31 OAE
3. 47 Liverpool Road North, Maghull, Liverpool L31 2PL
4. 27 Liverpool Road North, Maghull, Liverpool L31 2HB
5. 7 Liverpool Road North, Maghull, Liverpool L31 2HB
6. Site on the corner of Liverpool Road North, Westway, Maghull, Liverpool, L31 OAE

4.16 The location of the above sites and the relationship with the local centre is shown on the below map:

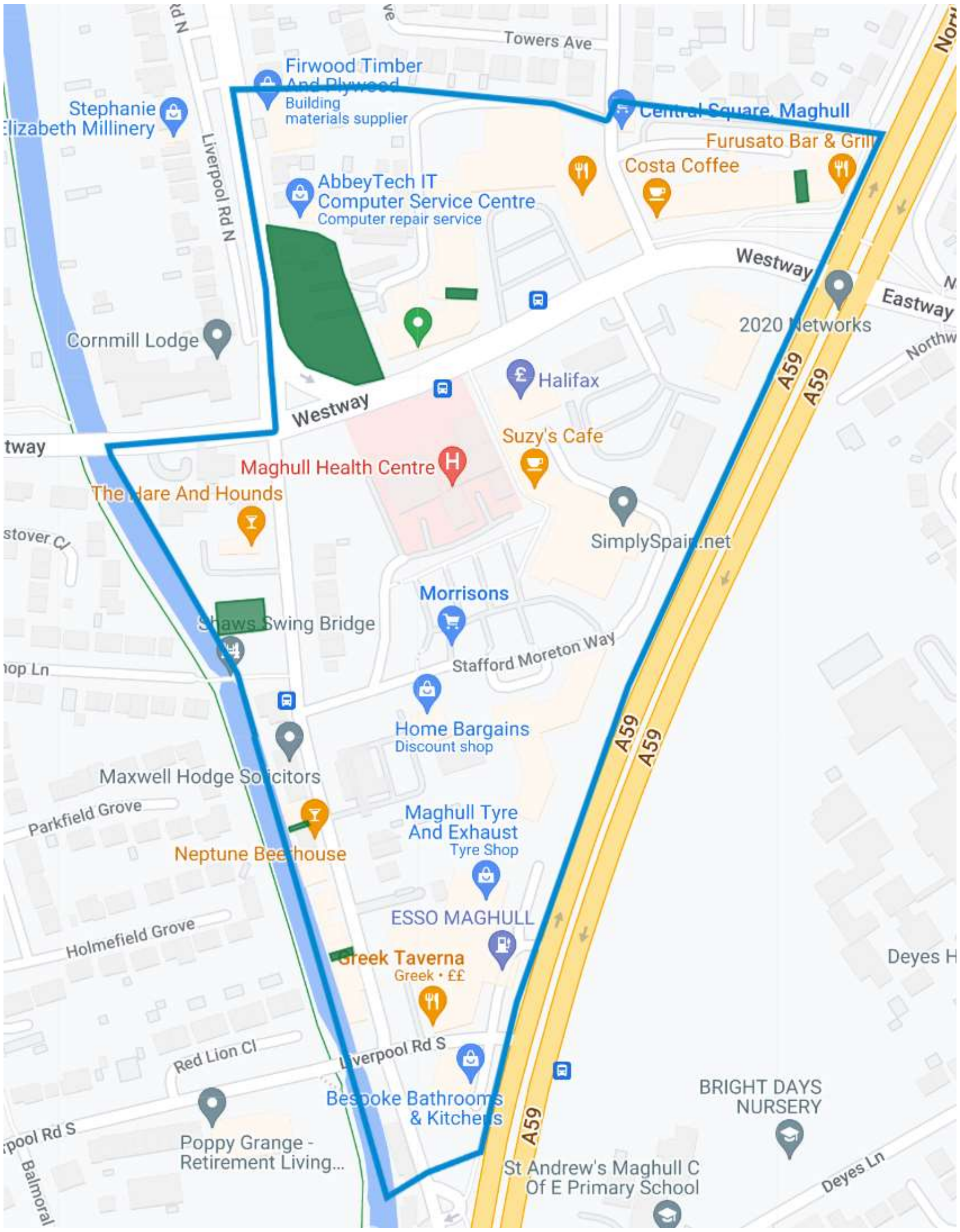


Figure 4 Map of Vacant/available sites (green areas) within Maghull Town Centre (blue line) (August 2023)

Unit 6, Central Square, Maghull, L31 OAE

4.17 Unit 6 is located within the Central Square development at the north east of the Town Centre boundary. The size of the unit is 74sqm and is therefore inadequate for the purposes of a retail food store similar to that proposed. It is therefore considered that this site is not sequentially preferable.

Unit 24, Central Square, Maghull, L31 OAE

4.18 Unit 24 is located within the Central Square development, fronting the car park. The size of the unit is 73sqm and is therefore inadequate for the purposes of a retail food store similar to that proposed. Furthermore, the site is no longer being marketed, and as such is unavailable for development. It is therefore considered that this site is not sequentially preferable.

47 Liverpool Road North, Maghull, Liverpool L31 2PL

4.19 47 Liverpool Road North is also known as Buryant House. The unit is two storeys, with approximately 760sqm of floor space across the two floors. As the unit is split across two levels, adequate floor space is unable to be achieved through the conversion of the existing unit. The total site area is approximately 783sqm, and therefore is also inadequate to facilitate the development, as there is insufficient on street parking is available at this location to support the proposals. Furthermore, the site is not marketed, and as such is unavailable for development. It is therefore considered that this site is not sequentially preferable.

27 Liverpool Road North, Maghull, Liverpool L31 2HB

4.20 27 Liverpool Road North is located along Liverpool Road North, opposite the Home Bargains. The size of the unit is approximately 73sqm and is therefore inadequate for the purposes of a retail food store similar to that proposed. Furthermore, the site is not marketed, and as such is unavailable for development. It is therefore considered that this site is not sequentially preferable.

7 Liverpool Road North, Maghull, Liverpool L31 2HB

4.21 7 Liverpool Road North is located along Liverpool Road North, opposite the Royal Mail. The size of the unit is approximately 50sqm and is therefore inadequate for the purposes of a retail food store similar to that proposed. Furthermore, the site is not marketed, and as such is unavailable for development. It is therefore considered that this site is not sequentially preferable.

Site on the corner of Liverpool Road North, Westway, Maghull, Liverpool, L31 OAE

4.22 The site is located to the north west of the Town Centre, at the Corner of Westway and Liverpool Road North. The site currently comprises of a car park and border tree planting. The site is 2751.86sqm, with access currently via a private road off Leighton Avenue. Whilst the site is currently available for purchase we note that a letter of support[1] submitted for the prior approval notification DC/2023/00376 (which has been approved) states that "*The applicant also confirms that the site is due to be sold to an affordable housing developer who will bring forward future development proposals for the site.*". Therefore, the site is unlikely to be available or viable for development on this basis. It is therefore considered that this site is not sequentially preferable.

[1] https://pa.sefton.gov.uk/online-applications/files/9132F4D39212E6284BC3DC0D0BE02B3C/pdf/DC_2023_00376-STATEMENT_IN_SUPPORT-2647163.pdf

Maghull Edge of Centre

4.23 The NPPF defines edge-of-centre locations as those which are well connected to the primary shopping area and within approximately 300m, although it is accepted that this can vary depending upon local circumstances.

4.24 The desktop research of Maghull has revealed that there are no vacant sites available within the edge of centre area.

Maghull Out of Centre

4.25 A search of other out-of-centre sites within the Maghull area (i.e the urban built up area contained within the Green Belt) were reviewed via the online search. The search noted the following sites:

1. Unit 9, Tree View Court, Maghull (orange)
2. 1 Melling Lane, Maghull (purple)
3. 54 and 56 Station Road, Maghull (aqua)
4. Pamper Lounge, Liverpool Road North, Maghull (green)

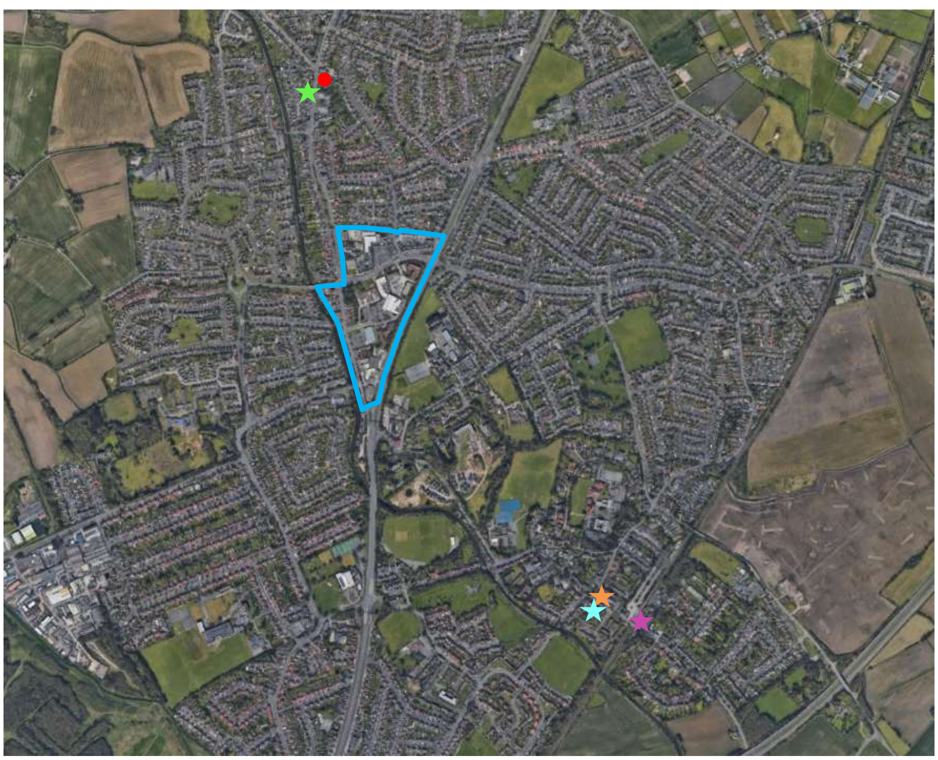


Figure 5 Out of Centre sites in relation to the District Centre (blue outline), and the application site (red)

Unit 9, Tree View Court, Maghull

4.26 Unit 9 is located along Station Road at Tree View Court, 120m from Maghull Train Station. The size of the unit is 54sqm and is therefore inadequate for the purposes of a retail food store similar to that proposed. The store also has insufficient parking to facilitate the proposed development. It is therefore considered that this site is not sequentially preferable.

1 Melling Lane, Maghull

4.27 1 Melling Lane is located immediately next to Maghull Train Station. The size of the unit is 73sqm split over two floors and is therefore inadequate for the purposes of a retail food store similar to that proposed. The store also has insufficient parking to facilitate the proposed development. It is therefore considered that this site is not sequentially preferable.

54 and 56 Station Road, Maghull

4.28 54 and 56 Station Road consists of 2 units located immediately adjacent to Maghull Train Station. The size of the combined units is approximately 109sqm and is therefore inadequate for the purposes of a retail food store similar to that proposed. The store also has insufficient parking to facilitate the proposed development. It is therefore considered that this site is not sequentially preferable.

Pamper Lounge, Liverpool Road North, Maghull

4.29 Pamper Lounge is located within the 'shopping parade' at Liverpool Road North. The size of the unit is approximately 100sqm is therefore inadequate for the purposes of a retail food store similar to that proposed. The store also has insufficient parking to facilitate the proposed development. Furthermore, the property is no longer listed on the agents website (although is still listed on Onthemarket) and is likely unavailable. It is therefore considered that this site is not sequentially preferable.

Sefton Local Plan Designations

4.30 The Policies Map designates 6 Allocations within the Maghull area, all being designated for Housing with the exception of MN2.47, which is dually allocated for housing and employment. The allocations are as follows:

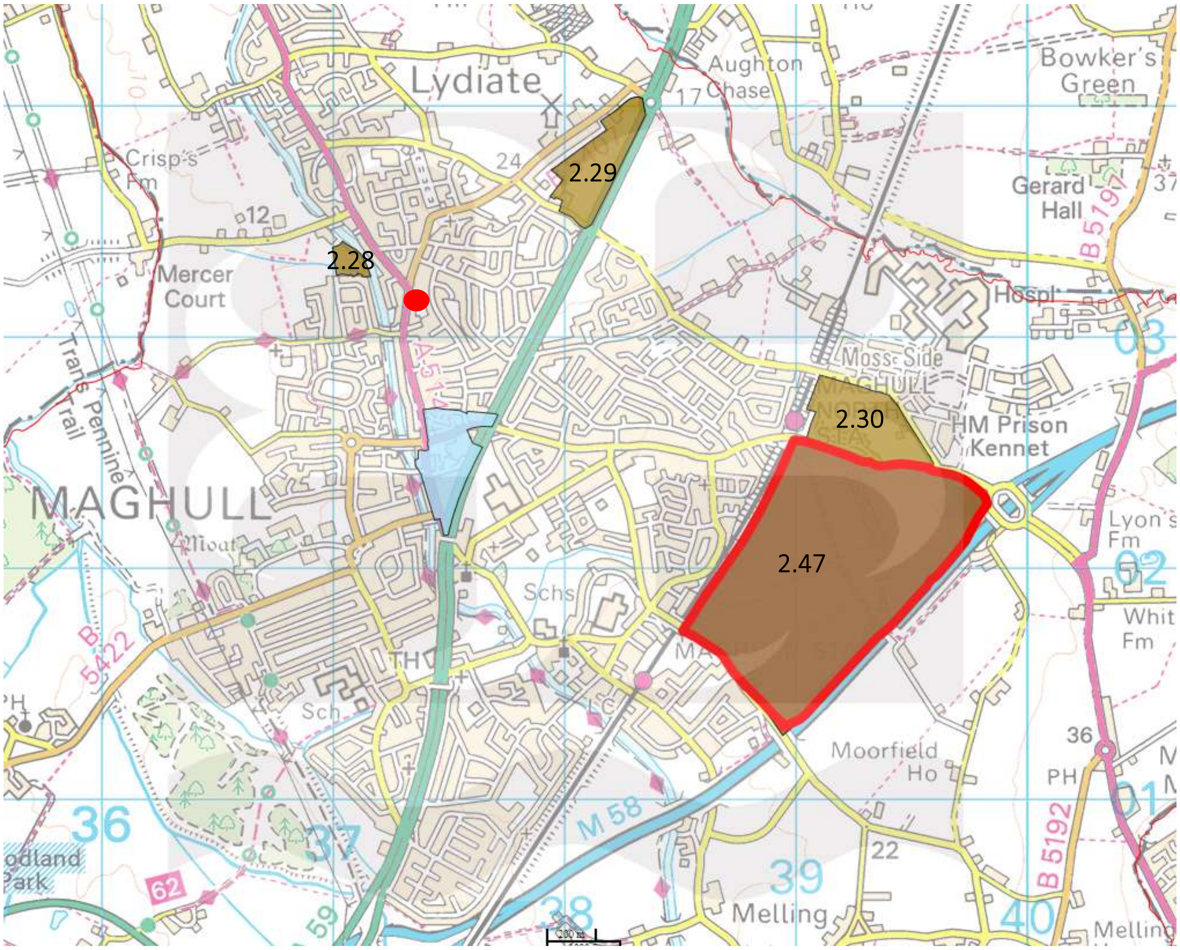


Figure 6 Allocations map showing the district centre (blue) and allocated sites (brown/red outline) in relation to the site (red dot)

4.31 MN2.30: Former Prison Site, Park Lane, Maghull, 13.6ha, 370 dwellings, 1.57km from the District Centre. immediately east of Maghull Station, connected to the centre via semi-regular bus routes (33, 310, 133, 739).

4.32 This site has been fully built out under DC/2015/01527. The site is therefore unavailable for development.

4.33 MN2.47: Land East of Maghull, 85.8ha, designated for 1,400 dwellings, and 20ha of employment land (use class B1, B2 and B8). 1.37km from the District Centre, immediately south-east of Maghull Station, connected to the centre via semi-regular bus routes (33, 310, 133, 739).

4.34 The site is subject to policy MN3, which additionally sets out convenience and retail shopping for no more than 2,000sqm. Permission has been granted (2021) for a hybrid application for up to 855 dwellings, older peoples housing scheme and mixed-use local centre (DC/2017/01528). Some conditions have been discharged.

4.35 No start has been made on site, with site clearance and required infrastructure needing to be delivered prior to the development of the site. The site is therefore unavailable within the short term for development and can be discounted from the sequential search.

4.36 MN2.29 Land north of Kenyons Lane, Lydiate, 10.1ha, allocated for 295 dwellings. 1km from the District Centre. The site sits on a bus route (310 service) providing regular services into the centre.

4.37 The Site has permission for 291 dwellings under DC/2021/00887, with conditions currently being discharged. The site is therefore unavailable for the proposed development.

4.38 MN2.28: Land at Turnbridge Road, Maghull, 1.6ha, allocated for 40 dwellings. 0.9km from the District Centre. The closest bus stop is 0.4km from the site (routes 31, 31a and 300).

4.39 The Site has been fully built out under permission DC/2017/00456, and is therefore unavailable for development. Both remaining allocations have active permissions for residential development.

4.40 In summary, none of the out-of-centre sites are sequentially better connected to the District Centre, with the proposed Site being 0.6km from the centre and situated along a bus route providing regular services to the centre (31, 31a and 300) and the train station.

4.41 Both MN2.30 and MN2.28 are unavailable for development, having been built out. MN2.29 and MN2.47 both have active permissions for residential development, and mixed-use development respectively.

4.42 All allocated sites within the sequential area exceed the size requirements needed for the proposed development. Furthermore, the remaining sites are allocated for residential development, the development of the sites for retail would result in the loss of land allocated for housing and so would be contrary to the development plan.

4.43 The sites are therefore unsuitable for the proposed development on the grounds of suitability, deliverability and availability; therefore, can be discounted from the sequential search.

5.0 Retail Impact Assessment

5.1 In accordance with paragraph 87 of the NPPF and Policy ED2 of the Local Plan, as the development is in an out-of-centre location this section assesses the impact of the proposed development on defined town centres. This should be read in conjunction with the economic tables at Appendix 1 which are referred to throughout this section.

5.2 The Council's Policy response to the application states the following:

5.3 "In terms of the impact test, it is accepted that the principal trading impacts will occur in the Maghull area. Given the scale of the proposal, it is suggested that the applicant uses the data provided in Appendix 4 of the last Retail Strategy Review Retail (sefton.gov.uk) to understand the convenience goods trading position of foodstores and the destinations from which trade will be diverted. There is no need to source fresh population and expenditure data given the modest scale of the proposal but there will be a need to account for the Aldi at Northway which opened in 2022 subsequent to the publication of the Study."

5.4 The NPPF requires an assessment of the impact on existing, committed and planned public and private investment in a centre or centres, and the impact of the proposal on town centre vitality and viability, including local consumer choice and trade.

Methodology

5.5 This sub-section provides details on the methodology adopted in the preparation of the retail impact assessment having regard to the guidance set out within the Planning Practice Guidance (PPG). A 2019 price base has been used to ensure parity with the SRS and all prices and values are expressed as such.

5.6 As set out previously, Paragraph 17 of the NPPG sets out a step-by-step approach in the preparation of Retail Impact Assessments, as follows:

1) Establish the state of existing centres at the base year;
2) Establish the nature of current shopping patterns at the base year;
3) Determine the appropriate time frame for assessing impact, focussing on impact in the first five years, as this is when most impact is likely to occur;
4) Examine the 'no development' scenario;
5) Assess the proposal's turnover and trade draw;
6) Consider a range of plausible scenarios in assessing the impact of the proposal on existing centres and facilities (which may require breaking the PCA down into a series of zones to gain a finer grain analysis);

7) Set out the likely impact of that proposal clearly, along with any associated assumptions and reasoning, including in respect of quantitative and qualitative issues; and

8) A judgement as to whether the likely adverse impacts are significant can only be reached in light of local circumstances.

Primary Catchment Area (PCA)

5.7 Defining the PCA seeks to establish the areas of population from which the majority of the proposal's trade would be drawn from.

5.8 There is no firm guidance on the extent of a catchment area for a proposed development, however it is reasonable to establish a catchment area based on the type of development proposed, the context of the surrounding area (including existing shopping provision) and the scale of the development. In this context, the proposed development is for a small foodstore to serve a localised population on a frequent basis; it is likely that the majority of customers of the proposed development would arrive by foot from nearby areas within a 10 minute walk time. The Council's policy team's stance that Maghull is likely to be the centre which experiences the highest level of potential impact confirms this view.

5.9 The first step in establishing the PCA is to establish an isochrone area around the site which represents a 10-minute walk time catchment of the site. This is considered to be a robust and appropriate catchment given the size of the proposed store and nature of the goods to be sold. The area is shown in the image below:

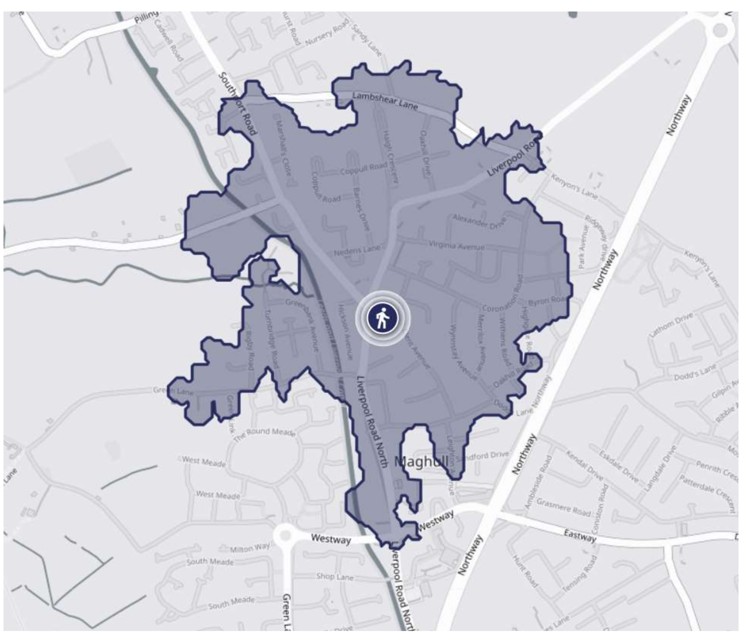


Figure 7 Map showing 10-minute walk time isochrone and the wider area around the site.

As can be seen, the 10-minute walk time extends as far as the District Centre in the south and extends to the northern edge of the urban area. As set out above, the Council has stated that data from the Council's Retail Study can be used. In this context, the site sits in the middle of Zone M and therefore this larger area forms the basis of population, expenditure and shopping patterns. An extract from the SRS showing the Study Zones is attached at Appendix 2. Population and Expenditure

5.10 The population and projected growth within the PCA are shown within Table 1 of the Retail Tables in Appendix 1 and are taken from the Sefton Retail Strategy Review document prepared by Nexus Planning in 2021 (SRSR). Within Zone Mthe figures show that population in the Zone will remain largely static, increasing slightly from 38,092 to 38,237 in 2026

5.11 Tables 2A and 2B show the available convenience expenditure available in the Study Area (Zone M). The 2019 per capita expenditure figure of £2,304 per person has been taken directly from the SRS Table 1 and then projected forward using the latest growth rates contained within Retail Planner Briefing Note (RPBN) 20 (February 2023). The growth rates pick up the sharp decline in spending in 2020 and 2021 as a result of the pandemic, before starting to grow again, with the result that the increase in per capita expenditure is nominal, increasing to just £2,791 per person in 2026. These per capita figures are then further reduced to remove estimated expenditure on Special forms of Trading (non store based, including Internet shopping).

5.12 Total available expenditure at 2026 is shown in Table 3 and shows an increase in available convenience expenditure from £85.3m in 2019, to £100.3m in 2026

Turnover of the Proposed Development

5.13 The estimated turnover of the proposed development is shown in Table 4. This has been calculated by applying a published Sales Density ratio to the net trading floorspace of the unit. Although this is a Central Co-operative Society store and should not be confused with The Co-operative, the latter's published sales density has been used as the most comparable retailer. In reality, the proposal's turnover per sq.m. ratio is likely to be lower than that shown in Table 4 and as such, the turnover is very much a worst-case scenario. The turnover has then been projected forwards to 2026 to allow for increased sales efficiencies and natural growth, resulting in an anticipated turnover at 2026 of £2.96m per annum. For the purposes of this Assessment it has been assumed that there would be no turnover derived from the sale of comparison (non-food) goods as this floorspace would be so minimal as to have a negligible impact on figures.

Existing Centres

5.14 The Sefton Retail Study provides an overview of existing shopping provision in Zone M. The Study shows that Maghull and its immediate environs have a relatively localised catchment area, with only the Morrisons at Maghull drawing from a wider area. This is summarised in the extract from Table Q01 of the Retail Study[2] below:

by Zone [A]

Sefton Household Survey
for Nexus Planning

Page 13
September 2020

	Total		Zone B		Zone C		Zone F		Zone K		Zone L		Zone M		Zone O		Zone S	
Zone M																		
Aldi, Copplehouse Lane, Fazakerley	3.6%	36	0.0%	0	0.0%	0	0.0%	0	19.8%	25	4.0%	5	4.8%	6	0.0%	0	0.0%	0
Asda, Ormskirk Road, Aintree	8.4%	84	19.2%	24	4.0%	5	0.0%	0	24.6%	31	1.6%	2	16.0%	20	1.6%	2	0.0%	0
Co-op, Copplehouse Lane, Alscot Avenue, Fazakerley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Westway, Maghull L31 0DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Central Square, Maghull L31 0AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Northway, Maghull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Lidl, Northway, Maghull	1.9%	19	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	12.0%	15	0.8%	1	0.0%	0
Local shops, Maghull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Melling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Stafford Moreton Way, Maghull	3.5%	35	2.4%	3	0.0%	0	0.0%	0	1.6%	2	0.0%	0	20.8%	26	3.2%	4	0.0%	0
Tesco Express, Molyneux Way, Old Roan, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

5.15 As can be seen, in terms of residents living within Zone M, 20.8% shop at Morrisons for their main food shopping. It is accepted that these shopping patterns will have changed somewhat since the opening of the new Aldi store at Northway, and this is addressed in the assessment of Trade Diversion below.

5.16 For top-up shopping, the equivalent information is reproduced below:

by Zone [A]

Sefton Household Survey
for Nexus Planning

Page 32
September 2020

	Total		Zone B		Zone C		Zone F		Zone K		Zone L		Zone M		Zone O		Zone S	
Zone M																		
Aldi, Copplehouse Lane, Fazakerley	1.7%	11	0.0%	0	0.0%	0	0.0%	0	9.2%	7	1.2%	1	2.5%	2	1.3%	1	0.0%	0
Asda, Ormskirk Road, Aintree	1.1%	7	3.2%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Co-op, Copplehouse Lane, Alscot Avenue, Fazakerley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Deyes Lane, Maghull	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	1.3%	1	0.0%	0
Heron, Westway, Maghull L31 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Central Square, Maghull L31 0AE	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.3%	5	0.0%	0	0.0%	0
Iceland, Northway, Maghull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Northway, Maghull	2.4%	16	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	15	0.0%	0	0.0%	0
Local shops, Maghull	3.0%	20	1.1%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	19.0%	15	2.6%	2	0.0%	0
Local shops, Melling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Stafford Moreton Way, Maghull	3.2%	21	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	24.1%	19	0.0%	0	0.0%	0
Tesco Express, Molyneux Way, Old Roan, Aintree	1.2%	8	4.3%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0

[2] Appendix II – Household Survey Results

5.17 A full review of Table Q01 in the Council's Retail Study reveals the wider food shopping patterns of Zone M residents, with the most popular destinations set out below. Percentage figures represent the percentage of people resident in Zone M who use that destination for each type of food shopping.

Store/Centre	Main Food	Top-Up
Morrisons, Stafford Moreton Way, Maghull	20.8%	24.1%
Asda, Ormskirk Road, Aintree	16%	1.3%
Lidl, Northway, Maghull	12%	19%
Morrisons, Park Road, Ormskirk	5.6%	1.3%
Aldi, Copplehouse Lane, Fazakerley	4.8%	2.5%
Lidl, Hattersley Way, Ormskirk	3.2%	1.3%
Home Bargains, Central Square, Maghull	0%	6.3%
Co-op Deyes Lane Maghull	0%	5.1%
Tesco Express Molyneux Way, Old Roan, Aintree	0%	3.8%
Iceland, Northway, Maghull	1.6%	
Local Shops, Maghull	0.8%	19%
Local Shops Melling	0%	1.3%

5.18 As stated above, it is accepted that these shopping patterns will have changed with the introduction of Aldi and that in particular the market share of Morrisons and Lidl Maghull and Local shops in Maghull will have reduced to an extent.

Appropriate Timeframe

5.19 The NPPG advises that impact should be assessed within the first five years, as this is when most impact will occur[3]. As such, impact has been assessed at a test year of 2026 which assumes that the store will have been open and trading for at least 12 months.

Turnover of Existing Stores and Centres

5.20 Table 5 details the estimated turnover of the main stores and centres within and outside the Study Area. For comparative purposes, the benchmark turnover of each store in the base year has been calculated by applying published sales densities to net floorspace figures. From this, an assessment of whether stores are under-trading or overtrading can be made. The turnover figures from the SRS household survey shopping results have then been used as a base to project turnover figures forward to the test year of 2026. Where comparison turnover figures appear I for stores in the SRS, these have been inserted into the table and a total turnover at base and test year calculated.

5.21 Table 5 illustrates that, based on the Household Survey results, many of the store in the Study area were significantly overtrading including the Morrisons in the District Centre (£9.39m over), Home Bargains in the District Centre (£0.78m), Lidl Northway (£11.03m), and that smaller shops are performing at about the levels expected.

Trade Diversion and Impact on Vitality and Viability

5.22 Percentage impact figures are only meaningful in the context of the health of a centre. A physical Health Check of Maghull District Centre was undertaken by DPP at the same time as the sequential site search in August 2023. This Health Check was undertaken in accordance with the indicators set out in National guidance and is enclosed at Appendix 3.

5.23 The health check recorded that the centre is in good health. The Vacancy rates within the Centre have fallen by 3.7%, with the centre also gaining an additional 2 units since the 2020 Health Check undertaken by Nexus Planning. Overall, the centre has remained stable, including the diversity of retailers and services. Therefore, we consider that the centre is vital and viable. This view is shared by the Council's retail consultants with the Officer's Report to Committee in respect of the proposed Aldi at Northway (17th February 2021) stating:

"In undertaking its assessment on behalf of the Council, Nexus acknowledges that a number of Sefton's centres are relatively fragile (including Bootle town centre) and it is generally concerned about the ongoing impact of Covid-19 in respect of centres' vitality and viability. However, centres such as Maghull are generally more resilient to such pressures, given that they are focused around convenience shopping and other local needs. Whilst some vacant units are currently available in Maghull, the centre generally has a well-defined role meeting convenience needs and some day-today comparison and service needs. Nexus does not believe that the implementation of an

[3] Paragraph: 018 Reference ID: 2b-018-20190722

additional discount foodstore (in close proximity to the existing Lidl) will materially impact on Maghull's role.

As a consequence of the above, Nexus is satisfied that in-centre impacts arising from the proposal are limited and not of a magnitude that could reasonably be deemed 'significant adverse".

5.24 As set out above, key foodstores within the centre were significantly overtrading prior to the arrival of the Aldi at Northway. Table 6 shows the assessment of trade diversion patterns and resultant impact. This table carries through the survey based turnover figures from Table 5 but turnovers have then been reduced in line with the percentage impact figures shown in Aldi's submitted Retail Impact Assessment (see footnote to table for details). Whilst turnovers have been reduced, those stores that were previously identified as overtrading continue to do so. these levels of impact have been accepted by the Council.

5.25 The estimated £2.95m turnover of the proposed store has then been diverted from existing stores and centres in accordance with a number of well accepted principles when considering retail impact. Generally 'like competes with like' and so smaller scale convenience stores will be impacted by this proposal. Of these the only identifiable one in the Study Area is the Co-op at Deyes Lane and it has therefore been assumed that this will have trade diverted from it. As an out-of-centre store, this unit is not afforded any protection in planning policy terms. The northern part of Maghull is a relatively extensive urban area but does not contain any identifiable convenience stores; nevertheless there will be single units and 'corner shops' that may have trade diverted from them and these are contained within the 'Other' category at the bottom of the table, as are more distant facilities such as those in Ormskirk.

5.26 45%, or £1.33m of the store's turnover is estimated to be drawn from the various facilities within Maghull District Centre. We have assessed trace diversion from the Morrisons and the various other convenience shops which include a Sainsbury's Local, the Mam's convenience store, a Londis and an All-in-One off-licence will collectively account for 40% of the store's proposed turnover and that Home Bargains, which benefits from an extensive non-food offer will provide 5% of the proposed store's turnover in diverted trips. It is noted that the Aldi Retail Impact Assessment did not assess any trade as being diverted from this store.

5.27 37%, or £1.09m will be diverted from out-of-centre facilities such as Lidl and Aldi with the majority of this being diverted from the the Co-op store to the east of Maghull District Centre. The remaining 18% will be drawn from a variety of other facilities.

5.28 It is considered that the assessment of trade diversion is robust and realistic. Maghull is vital and viable centre which has recovered well from the pandemic and its key convenience stores are likely to still be significantly overtrading even with the opening of the out of centre Aldi store at Northway. On this basis we do not consider that an impact of 1.99% is of significant adverse level in this case. It should be noted that impact on the centre in its entirety has been assessed as this is the correct approach; the comparison turnover identified in the Household Survey is a key component and will not be impacted at all by the application proposal.

Impact on Planned Investment

5.29 The only current planned investment for Maghull appears to comprise of its inclusion within the Life Sciences Liverpool City Region Investment Zone (which forms part of the Levelling Up agenda), which is focused on the pharmaceutical industry. The Zone is set to unlock £320 million of private investment and deliver 4,000 jobs, across Liverpool, Runcorn, St. Helens, Maghull and Prescot over the next 5 years. No funding has been allocated to Maghull as of yet, with the zone originally announced 26th July 2023.

5.30 As the planned investment is to support the pharmaceutical industry, the proposed development will not have an impact on this funding.

5.31 In terms of retail and high street funding, Maghull was set to receive £17,000 from the High Street Innovation Fund (as of cabinet meeting 14/02/2013) to create a dynamic town centre, looking to develop a community/business radio and TV broadcasting facility and hold market days and craft fairs for the local community. Alongside this, Maghull was granted the allocation of £10,000 as part of the Portas Pilots initiative. There has been no further funding allocated to retail and high street improvement since which could be impacted by the development.

6.0 Conclusion

6.1 The Retail Statement has been prepared on behalf of the Central England Co-operative for a full application for the erection of a new Cooperative Foodstore (Class E), with new shopfront including signage zones, new access, car park / community space, and new secure yard/plant enclosure, including installation of external plant following the demolition of existing buildings at 108 Liverpool Road North, Maghull, L31 2HP.

6.2 The Sequential Assessment has examined a number of sites within the PCA for their suitability for the proposed development, however no sequentially preferable sites have been identified either within or on the edge of any designated centres.

6.3 The Retail Impact Assessment has provided a robust and thorough assessment of the impact of the proposed development on the designated centres adjacent to the Primary Catchment Area, in accordance with Paragraph 90 of the NPPF and Policy ED2 of the Local Plan.

6.4 The assessment has confirmed that the impact on the designated centres with the PCA would be minimal and would not harm the vitality and viability of those centres. We are also unaware of any impact on existing, planned or committed private or public sector investment in any of these centres. Conversely the proposed development constitutes a large investment and will help to increase consumer choice within the area.

6.5 Overall, it is considered that both the sequential test and retail impact assessment as set out within the NPPF have been passed.

TABLE 1 - POPULATION

	2021	2020	2021	2022	2023	2024	2025	2026
Zone M	38,092	0	0	0	0	0	0	38,237
TOTAL	38,092	0	0	0	0	0	0	38,237

Table 1 Notes
Source: Sefton RSR Update 2021, Table 1, Appendix IV: Population by Survey Zone (2015 to 2030)

TABLE 2A- PER CAPITA CONVENIENCE EXPENDITURE (£)

	2019	2020	2021	2022	2023	2024	2025	2026
	2,304	2,189	2,062	2,179	2,310	2,456	2,615	2,791
Annual Deduction	-3.80%	-5.00%	-5.80%	5.70%	6.00%	6.30%	6.50%	6.70%
Multiplier	0.962	0.950	0.942	1.057	1.060	1.063	1.065	1.067
Total Per Capita Expenditure	**2,304**	**2,189**	**2,062**	**2,179**	**2,310**	**2,456**	**2,615**	**2,791**

Table 2A Notes
Source: 2019 figure taken from Table 1 of Sefton RSR 2021 Update for Zone M. 2019-2026 figures projected using growth rates taken from Experian Retail Planner Briefing Note 20 (February 2023) Appendix 3: Figure 7 'Growth in sales volumes (retail spend) per head 2010-40 (% per annum) total'.

TABLE 2B - PER CAPITA CONVENIENCE EXPENDITURE (£) ADJUSTED FOR SFT

	2019	2020	2021	2022	2023	2024	2025	2026
	2,239	2,114	1,986	2,090	2,185	2,301	2,466	2,623
Annual Deduction	2.80%	3.40%	3.70%	4.10%	5.40%	6.30%	5.70%	6.00%
Multiplier	0.972	0.966	0.963	0.959	0.946	0.937	0.943	0.940
Total Per Capita Expenditure	**2,239**	**2,114**	**1,986**	**2,090**	**2,185**	**2,301**	**2,466**	**2,623**

Table 2B Notes
Source: Reduction for Non Retail Forms of Trading taken from yearly rates contained in Experian Retail Planner Briefing Note 20 (February 2023), Appendix 3, Figure 5: 'Estimated and projected market share of non-store retail sales', 'Adjusted for SFT sales from stores' column.

TABLE 3 TOTAL AVAILABLE CONVENIENCE EXPENDITURE (£)

	2019	2020	2021	2022	2023	2024	2025	2026
All	£ 85,306,577	£ -	£ -	£ -	£ -	£ -	£ -	£ 100,299,044
TOTAL	**£ 85,306,577**	**£ -**	**£ -**	**£ -**	**£ -**	**£ -**	**£ -**	**£ 100,299,044**

Table 4A Notes
Multiplication of Per capita Convenience Expenditure by Population - Table 1 x Table 2B

TABLE 4 - TURNOVER OF THE PROPOSAL

Co-op Store	Net Sales Area (sqm)	Sales Density (£ p.sq.m.)	Turnover at 2019 (£m)	Turnover at 2020 (£m)	Turnover at 2021 (£m)	Turnover at 2022 (£m)	Turnover at 2023 (£m)
Convenience	280	10,858	3.04	3.24	3.01	2.78	2.87
Convenience Growth Rate				6.6%	-7.2%	-7.7%	3.4%
Totals	**395**		**3.04**	**3.24**	**3.01**	**2.78**	**2.87**

Notes:

2019 Prices

Proposed unit is proposed as 280sqm net based on submitted plans and 140sqm of back of house functions (i.e., circulation, office, storage, toilets etc.)

100% convenience goods floorspace assumed

Sales Density taken from Global Data Foodstore Sales Densities - December 2021 for The Co-operative Society as most comparable retailer

Convenience Turnover 2019-2026 grown using Retail Planner Briefing Note 20 February 2023, Table 4B

TABLE 5 - TURNOVER OF EXISTING STORES AND CENTRES

												Total	
	Net Floorspace (sq.m.)	Convenience	Sales Density (£/sqm)	Benchmark Convenience Turnover @ 2023 (£m)	Survey Based Convenience Turnover @2021	Survey Based Convenience Turnover @2023	Survey Based Convenience Turnover @2026		Survey Based Comparison Turnover @2021	Survey Based Comparison Turnover @2023	Survey Based Comparison Turnover @2026	Total Survey Based Turnover @ 2023 (£m)	Total Survey Based Turnover @ 2026 (£m)
Stores and Centres in Zone M													
Maghull District Centre													
Morrisons Stafford Moreton Way	1,193	1,094	12,788	£ 13,990,072	£ 24,500,000	£ 23,382,359	£ 24,085,163		£ 1,700,000	£ 1,761,751	£ 1,865,920	£ 25,144,110	£ 25,951,083
Home Bargains, Central Square	675	128	7,185	£ 919,680	£ 1,700,000	£ 1,622,449	£ 1,671,215		£ 200,000	£ 207,265	£ 219,520	£ 1,829,714	£ 1,890,735
Other Convenience (Local Shops Maghull)					£ 7,900,000	£ 7,539,618	£ 7,766,236					£ 7,539,618	£ 7,766,236
Other Comparison									£ 31,400,000	£ 32,540,574	£ 34,464,640	£ 32,540,574	£ 34,464,640
Total												**£ 67,054,015**	**£ 70,072,695**
Out of Centre Stores													
Co-op Deyes Lane Maghull	235	207	10,858	£ 2,247,606	£ 1,800,000	£ 1,717,888	£ 1,769,522		-			£ 1,717,888	£ 1,769,522
Iceland, Northway, Maghull	347	346	7,358	£ 2,545,868	£ 1,100,000	£ 1,049,820	£ 1,081,375		-			£ 1,049,820	£ 1,081,375
Lidl Northway Maghull	755	689	8,636	£ 5,950,204	£ 17,800,000	£ 16,988,000	£ 17,498,608		£ 1,600,000	£ 1,658,118	£ 1,756,160	£ 18,646,118	£ 19,254,768
Aldi, Northway, Maghull	1,084	1,066	10,888	£ 11,606,608		£ 11,606,608	£ 11,955,468					£ 11,606,608	£ 11,955,468
Local Shops Melling					£ 200,000	£ 190,876	£ 196,614		£ 400,000	£ 414,530	£ 439,040	£ 605,406	£ 635,654
Totals												**£ 33,625,840**	**£ 34,696,787**
Stores Outside Zone M													
Asda, Ormskirk Road, Aintree	7,968	5,962	14,077	£ 83,927,074	£ 58,600,000	£ 55,926,785	£ 57,607,778		£ 31,600,000	£ 32,747,838	£ 34,684,160	£ 88,674,624	£ 92,291,938
Tesco Express, Molyneux Way Aintree	263	243	13,906	£ 3,379,158	£3,200,000	£ 3,054,022	£ 3,145,817		-			£ 3,054,022	£ 3,145,817
Other													
Totals												**£ 91,728,646**	**£ 95,437,755**
Overall Total												**£ 192,408,501**	**£ 200,207,237**

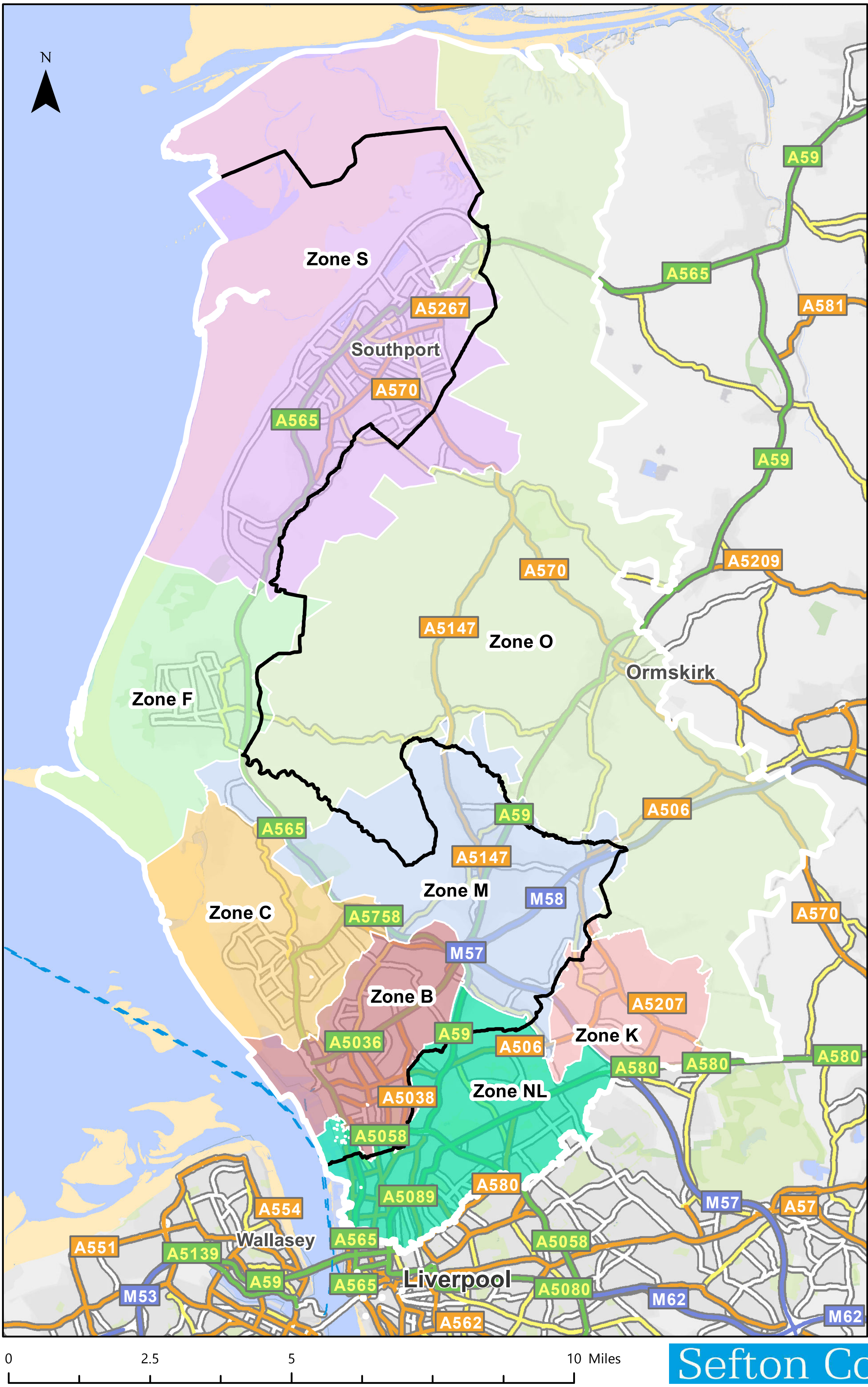
TABLE 6 - TRADE DIVERSION AND IMPACT

	Estimated 2026 Survey Based Convenience Turnover	Estimated 2026 Convenience Turnover accounting for Aldi Northway	Estimated 2026 Comparison Turnover	Total 2026 Turnover	Convenience Trade Diversion to Co-op(%)	Convenience Trade Diversion (£)	Total Turnover Post Construction (£)	Impact (%)
Stores and Centres in Zone M								
Maghull District Centre								
Morrisons Stafford Moreton Way	£24,085,163	£21,556,221	£1,865,920	£23,422,141	20%	£591,325	£22,830,816	2.52%
Home Bargains, Central Square	£1,671,215	£1,671,215	£219,520	£1,890,735	5%	£147,831	£1,742,904	7.82%
Other Convenience (Local Shops Maghull)	£7,766,236	£7,059,509	£0	£7,059,509	20%	£591,325	£6,468,183	8.38%
Other Comparison	£0	£0	£34,464,640	£34,464,640	0%	£0	£34,464,640	0.00%
Total	**£33,522,615**	**£30,286,945**	**£36,550,080**	**£66,837,025**		**£1,330,482**	**£65,506,543**	**1.99%**
Out of Centre Stores								
Co-op Deyes Lane Maghull	£1,769,522	£1,613,804	£0	£1,613,804	15%	£443,494	£1,170,310	27.48%
Iceland, Northway, Maghull	£1,081,375	£977,563	£0	£977,563	8%	£236,530	£741,033	24.20%
Lidl Northway Maghull	£17,498,608	£15,521,266	£1,756,160	£17,277,426	7%	£206,964	£17,070,462	1.20%
Aldi, Northway, Maghull	£11,955,468	£11,955,468	£0	£11,955,468	7%	£206,964	£11,748,504	1.73%
Local Shops Melling	£196,614		£439,040	£439,040	0%	£0	£439,040	0.00%
Totals	**£32,501,587**	**£30,068,101**	**£2,195,200**	**£32,263,301**		**£1,093,952**	**£31,169,349**	
Stores Outside Zone M								
Asda, Ormskirk Road, Aintree	£57,607,778	£55,476,290	£34,684,160	£90,160,450	3%	£88,699	£90,071,751	0.10%
Tesco Express, Molyneux Way Aintree	£3,145,817	£3,060,880	£0	£3,060,880	8%	£236,530	£2,824,350	7.73%
Other	£0		£0	£0	7%	£206,964	-£206,964	
Totals	**£60,753,595**	**£58,537,171**	**£34,684,160**	**£93,221,330**		**£532,193**		
Overall Total					**100%**	**£2,956,627**		

Appendix I: Plan of Study Area

Sefton Retail Strategy Review 2021

Study Area



Legend

- Zone O
- Zone K
- Zone NL
- Zone M
- Zone B
- Zone C
- Zone F
- Zone S

N.B. Study Area Zone definitions adapted from the 'Sefton Retail Strategy Review' (2012)

NEXUS PLANNING

Sefton Council

MAGHULL HEALTH CHECK

CENTRAL ENGLAND CO-OPERATIVE

108 LIVERPOOL ROAD NORTH, MAGHULL, L31 2HP

www.dppukltd.com

MAGHULL HEALTH CHECK

On behalf of: Central England Co-operative

In respect of: 108 Liverpool Road North, Maghull, L31 2HP

Date: August 2023

Reference: 5604.R002

Author: MD/AT

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Contents

1.0 Introduction

1.1 A Health Check of Maghull District Centre has been undertaken by a site visit August 2023 to establish a recent picture of the health of each centre and note any changes to the health of the centres when compared to the Maghull Health Check produced by Nexus Planning in September 2020 as part of the Sefton Retail Study (SRS) 2021 Update.

1.2 One of the key objectives of performing health checks is to consider a centre's performance over time. A heath check provides an important insight into whether a centre is improving, stable or in decline. This will have a bearing when considering the potential for new development and the likely impact of new developments.

2.0 Maghull District Centre

2.1 The district centre is located at the Junction of Westway, the A59 and Liverpool North Road, north of Liverpool. The centre falls within the boundaries of Sefton Borough. There is a good level of provision of convenience goods and services.

2.2 DPP noted average levels of pedestrian activity, with higher levels centred around the Morrisons and Central Square. Whilst this is slightly lower than the high levels noted in 2020, the weather was poor and could have played a part in reducing pedestrian movements.

Overall Composition

2.3 DPP counted a total of 91 units within Maghull District Centre, with 7 vacant units and a strong presence of national retailers. The below table sets out the comparison of unit composition between the 2020 Health Check and DPP's 2023 Check.

Category	2020	2023
Convenience Goods	8	9
Comparison Goods	21	18
Retail Services	21	27
Financial and Business Services	13	12
Leisure Services	14	16
Miscellaneous	2	3
Vacant	10	7
Total	89	91

2.4 There has been relatively little change in the overall composition of Maghull, presenting a stable centre with a good range of uses. There is a clear dominance in retail services, with the majority being observed as hair and beauty services.

2.5 A number of convenience shops exist within the centre, those being Sainsbury's Local, Mam's Convenience Store and Morrisons. The centre also has a strong presence of comparison retailers; Superdrug, Bon Marche, and two Home Bargains. Other national retailers and services include Costa, TSB, £1 Bakery and Hays Travel. The presence of national multiples is an indicator of good health.

2.6 Turning to the Vacancy levels, the vacancies in 2020 accounted for 11.5% of the units, whereas at the 2023 count, this figure has reduced to 7.8%. Vacancy rates have therefore decreased alongside the small expansion of the Centre. Noting that the Nexus Planning Health check appears to have been carried out in October 2020, when there would still be some restrictions in place on normal activity due to Covid-19, the above figures represent a reasonable recovery from the impact of the pandemic by the Centre.

Accessibility

2.7 The centre is bound by the A59, linking directly to the M57 and M58 to the south of Maghull, providing access to Liverpool City Centre and Southport Town Centre in approximately 30 minutes' drive time.

2.8 The site is intersected by the Westway (A5147), which was reasonably busy at the time of visit, however not congested.

2.9 Approximately 468 parking spaces are provided across the district centre. 235 are provided at Central Square, with 78 of those provided at the front off Westway. 120 are provided at Morrisons, with 71 at Home Bargains opposite. A further 42 spaces are estimated between the Red Lion Centre and London Road North.

2.10 The provision of parking is significantly higher than that indicated in the 2020 Health Check, however DPP note that the majority of parking bays were occupied at the time of visit.

2.11 The centre is serviced by several bus services providing regular access to Kennessee Green (and therefore the train station), Skelmersdale, Kirkby, Knowsley Industrial Park and Fazakerley, as well as Liverpool, Southport and Lydiate. Maghull Station is approximately 1.5km from the centre, providing regular services to Ormskirk and Liverpool Central via the Merseyrail.

2.12 There are pedestrian footpaths throughout the centre, with crossings at convenient points. There are few steps, and where present, a wheelchair accessible ramp is provided.

2.13 The accessibility is therefore high, with safe walking routes, and convenient parking and public transport access.

Perception of Safety

2.14 DPP noted high levels of user safety, reflecting the 2020 study. The lack of CCTV may still cause an issue after dark.

2.15 The District Centre falls within two postcode areas for Merseyside Police recording of crime, the postcodes used being L31 0AE and L31 2HB.

2.16 Merseyside Police has recorded 754 crimes between July 2022 and June 2023 within the L31 0AE postcode, and 609 within the L31 2HB. Within both areas, crimes over the last 12 months have been predominantly violence and sexual offences. The statistics recorded show that crime rates have remained relatively stable each quarter within the last 3 years (since October 2020) within L31 0AE area, with a higher variation within L31 2HB, with crime rates for April – June 2023 the lowest in the last 3 years.

2.17 Crime rates are therefore relatively stable, and possibly falling within the centre area.

Environmental Quality

2.18 The environmental quality remains close to that recorded at the 2020 study, with improvements to the southern park of Liverpool Road North possibly improving the overall quality of the centre.

3.0 Conclusion

1.1 To conclude, Maghull District Centre has a range of both independent and national retailers, services and a pleasant public realm that contribute to a vital and viable centre. We consider that the centre is in good health based on the footfall observed in and around the centre on the site visit, and the positive changes when compared to the 2020 Health Check. Some vacancies were observed within the centre, when considered against the total number of units within the City Centre, this represents a 7.8% vacancy rate which is considered to be low.