Matter 6: Retail and Town Centre Regeneration Representor Reference 10 (The Brookhouse Group)

THE KNOWSLEY LOCAL PLAN

CORE STRATEGY EXAMINATION

MATTER 6: RETAIL AND TOWN CENTRE REGENERATION

STATEMENT OF REPRESENTATIONS

ON BEHALF OF THE BROOKHOUSE GROUP (10)

21 OCTOBER 2013



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INTRODUCTION

- 1. This Statement sets out the representations of the Brookhouse Group ("Brookhouse") in respect of Matter 6 to be considered at the Local Plan Core Strategy Examination which is concerned with retail and town centre regeneration. Brookhouse have developed Cables Retail Park at Prescot. The intention is that the retail park will be retained as a long term investment. Brookhouse also own land at Sewell Street which is identified as a "Town Centre Opportunity Area" within the Knowsley Replacement Unitary Development Plan 2006 (Policy S5). The allocation at Sewell Street is intended to improve the linkage between Cables Retail Park and the traditional core of the town centre. Brookhouse are committed to bring this site forward for development. The purpose of the representations by Brookhouse is to ensure that the Core Strategy adopts a positive approach to the development of town centre uses at Prescot. In particular, Brookhouse are keen to ensure that the Core Strategy is neither uncertain nor ambiguous and that it encourages development that would contribute to the Prescot economy and support the regeneration of the area.
- 2. Brookhouse maintain that policies for Prescot and Cables Retail Park are unsound because:
 - (a) Policy CS6 and the plan generally recognise the requirement for additional retail development necessary to support the vitality and viability of towns and regeneration objectives. However, in the context of Prescot, the level of retail development proposed by the plan falls short (Table 5.3 of the Plan). Moreover, whilst the identified requirement arises from the inadequacy of the existing shopping provision within the Borough to meet current needs, the plan proposes that new retail development should be phased. Consequently, the plan does not meet the requirements at Prescot and it does not respond positively to address the issue of retail development, the inadequacies of the current pattern of shopping and the relationship between the current pattern of shopping, the vitality and viability of the town centre and the impact on regeneration.
 - (b) Paragraph 6.5, Map 6.3, Policy CS14 and paragraph 6.59 of the plan create uncertainty and therefore fail to be positive about the town centre boundary at Prescot. The plan should be clear and extend the town centre designation over Cables Retail Park (and include land at Sewell Street), the detailed boundaries for which should be determined in a Site Allocations DPD.
 - (c) The provisions of Policy CS14 which apply to Cables Retail Park cannot be justified having regard to the requirements for additional floorspace which has been identified and the acknowledgement that there is limited capacity in the traditional core of the town centre. In addition, there is no justification to limit further development to convenience or bulky goods retailing.

BACKGROUND

- 3. The development of Cables Retail Park was promoted in the first Unitary Development Plan for Knowsley adopted in June 1998 ("the first UDP"). The recognition of the need to improve shopping facilities within Knowsley is longstanding and part of a wider requirement to secure investment and regenerate the area. The First UDP highlighted the key problems arising within the area which can be summarised as:
 - a decline in traditional industries, a shortage of jobs and high unemployment;
 - rapid urban growth leading to an imbalance in the housing stock in Knowsley with a high proportion of social housing and distortions in the demographic profile of the Borough; and
 - a substantial decline in population since the 1970s.
- 4. These factors combined to result in social and economic deprivation which created particular challenges for the planning system.

The First Unitary Development Plan (1998) ("the First UDP")

- 5. The First UDP is important to understand the background to Cables Retail Park. It stated that the stabilisation strategy for the Borough required the town centres to meet a larger proportion of residents' shopping, entertainment and service needs than in the past (paragraph 1.51). It added that too wide a range of needs had to be met outside the Borough. It stated that the Plan aims to encourage investment within Knowsley's town centres and also, where no suitable town centre or edge of centre site is available, make provision for out-of-centre retail development providing that it would not harm the vitality and viability of the existing centres.
- 6. Chapter 7 of the First UDP was concerned with Shopping and Town Centres. Paragraphs 7.5 to 7.7 refer to Knowsley's poor access to shops. It was noted that investment in shopping had not kept pace with the growth in the suburban population and housing and that low car ownerships creates particular difficulties in terms of access to shopping.
- 7. In respect of the individual town centres, paragraph 7.21 referred to the Council's long term policy to "build up" Prescot as a shopping centre. However, it added that further development would not be possible without the physical expansion of the centre and reference was made to Cables Retail Park (which at that time had not been developed) as being part of the expansion of the centre.

The Replacement Unitary Development Plan (2026) ("the Replacement UDP")

8. Whilst background documents to the Replacement UDP supported an extension to the town centre to include Cables Retail Park ("A Vision for Prescot", 1997), the Replacement

UDP did not amend the boundary of the town centre. The reasoning behind this was the Regional Spatial Strategy (RPG 13) which did not offer any support for a major increase in the size of Prescot Town Centre. However, circumstances have changed and an important objective of the current plan is to improve integration between the retail park and the traditional retail core in a practical context the current plan seeks to consolidate the traditional core and retail park into a functional centre.

The Roger Tym & Partners Town Centres and Shopping Study 2009/2010

- 9. The recognition of the significant outflows of expenditure from the Borough, especially for comparison goods is highlighted in the Roger Tym & Partners Knowsley Town Centres and Shopping Study (November 2009) and Up-date of May 2010 ("the Tym Reports) which have informed the preparation of the Core Strategy. A view expressed consistently throughout the Tym Reports is that all town centres within Knowsley perform poorly in meeting the needs of the area. At paragraph 6.30 it concludes by stating that the overwhelming issue for Knowsley is how the Borough can improve its totally unsatisfactory level of retention for comparison goods expenditure.
- 10. The Tym Report of May 2010 sets out an assessment of the requirement for additional development and a Strategy Appraisal and it analyses a number of strategic growth options. The preferred approach is Option 4 which focusses growth at Kirkby with some growth at Prescot and limited development at Huyton. Within this option, the recommendation of the Tym Report is that Prescot has capacity for an additional 9,900 square metres of comparison floorspace over the plan period (see paragraph 3.44 of the Tym Report 2010). However, the upper range indicated in Table 5.3 of the plan is only 6,800 square metres which represents a significant shortfall in the identified requirement.

Cables Retail Park

- 11. We have noted that Cables Retail Park was promoted as a means to expand Prescot Town Centre in the first UDP (1998). The planning history of the retail park is attached at Appendix 1.
- 12. The planning permission granted in August 1995 is the first scheme implemented (application reference APP/95/00365) and Tesco commenced trading in the latter part of 2000.
- 13. In terms of the planning history of the retail park, the only restriction on the ranges of goods that may be sold is to limit the amount of floorspace from which convenience goods may be sold. Whilst there have been restrictions on the non-food goods that may be sold in specific units, most notably Block 2 and subsequently part of Block 5, the non-food retail floorspace at Cables Retail Park has never been restricted to sell bulky goods only.

14. The existing retail park comprises about 22,200 square metres in 12 units, the largest of which is Tesco. Non-food retailers represented include Argos, Next, Boots and Pets At Home. Marks & Spencer will commence trading in spring 2014. The development represents a significant investment at Prescot. It has created approximately 830 jobs of which about 300 are full time within the retail units, it has generated further jobs in the construction sector and it creates a further indeterminate number of jobs within businesses that service the retail businesses within the development.

Shopper Surveys

- 15. In order to provide evidence of the role of Cables Retail Park within the overall pattern of shopping and the relationship between Cables Retail Park and the traditional core of the town centre at Prescot, three surveys have been undertaken (September 2013). These are a household telephone shopper survey, a survey of visitors within the traditional core of the town centre and a survey of visitors to Cables Retail Park. Similar surveys were undertaken in 2008 and a similar household telephone shopper survey and survey within the town centre were undertaken in 2000 prior to Cables Retail Park commencing trading. A plan showing the study area and survey zones is attached at Appendix 2. Zones 1 and 2 comprise Prescot, Whiston and Rainhill which represent the primary catchment for Prescot. Summary tables are attached at Appendix 3.
- 16. Table 1 shows that for convenience shopping, the 2002 household telephone survey showed Prescot Town Centre attracted about 42% of expenditure from within the primary catchment (Zones 1 and 2). Following the development of Tesco, at 2008 the market penetration in the primary catchment of Prescot, including Cables Retail Park, increased to about 58%. At September 2013 the market share had fallen back to about 48%. This change is likely to be a consequence of a number of factors: the closure of Somerfield and Kwik Save within the town centre; developments elsewhere have had an impact on trade at Prescot (Tesco in particular); discount supermarkets having a more prominent role in shopping patterns; and it is evident that car ownership rates have increased significantly (see Table 7). The significance of the increase in car ownership is that it increases accessibility and the ability to shop elsewhere. In effect it perpetuates the issues facing Knowsley.
- 17. Table 3 relates to non-food shopping, and the 2000 household telephone survey shows that Prescot attracted only 9% of expenditure arising within Zones 1 and 2. At 2008, following the development of Cables Retail Park, this had increased to 16% and at 2013 it had increased further to about 27%. Consequently, in terms of non-food shopping the development at Cables Retail Park has had a substantial impact in retaining expenditure.

¹ The Roger Tym & Partners Retail Study Zones 3 and 4 (Prescot and Prescot South) comprise the same area as Zone 1 (Prescot North) and Zone 2 (Whiston and Rainhill) and Zone 8 (Northern). However, as Zone 8 (Northern) has a small population it has a limited impact on shopping patterns. Consequently, within our analysis Zone 1 (Prescot North) and Zone 2 (Whiston and Rainhill) are assumed to be the primary catchment.

- 18. The town centre visitors survey asked about linked trips between the town centre and Cables Retail Park (see Table 5). The results of the 2008 and 2013 surveys are similar in terms of linked trips between the town centre and Cables Retail Park. About 30% of respondents interviewed within the town centre indicated that they had, or intended to, visit Cables Retail Park on that trip. The comparable survey of visitors at Cables Retail Park indicates that roughly 70% of respondents interviewed indicated that the main purpose of the visit was to visit Tesco and about 30% were to visit other shops (see Table 6). In terms of linked trips between the retail park and the town centre, at 2013 about 21% of visitors to the retail park had, or intended to visit the town centre.
- 19. The conclusions to be drawn from the surveys are that Cables Retail Park has had a significant impact in improving the retention of non-food retail expenditure locally. It has had the effect of forging a more sustainable pattern of shopping and reducing demand for travel. The surveys also provide evidence of linked trips between Cables Retail Park and the town centre. It is envisaged that the planned development of Sewell Street will improve the attractiveness of the route between the town centre and the retail park and as a consequence, lead to an increase in linked trips from which the town centre can benefit.

The Requirement of the National Planning Policy Framework ("the Framework")

- 20. Paragraph 182 of the Framework sets out four considerations to test whether a Local Plan is "sound". These are that the plan should be prepared positively; that the plan should be justified and based on proportionate evidence; that it should be effective; and that it should be consistent with national policy. Paragraph 14 sets out the presumption in favour of sustainable development and in respect of plan making it states this means that local planning authorities should positively seek opportunities to meet the development needs of their area and that plans should meet objectively assessed needs. The Framework emphasises the Government's commitment to securing economic growth in order to create jobs and prosperity and that the planning system does everything it can to support sustainable economic growth. It goes further in saying that planning should operate to encourage and not act as an impediment to sustainable growth and therefore significant weight should be placed on the need to support economic growth through the planning system (paragraph 19).
- 21. The emphasis for town centres is that planning policies should be positive, promote competition and set out policies for the management and growth of centres over the plan period. The emphasis is on meeting requirements for development and whilst the "town centres-first" approach is central, edge-of-centre sites should be allocated where suitable and viable town centre sites are not available and if sufficient edge-of-centre sites cannot be found, policies should be in place for meeting identified needs in other accessible locations that are well connected to the town centres. It also adds that where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

The Submission Draft Core Strategy

- 22. The Submission Draft Core Strategy reiterates the view that Prescot Town Centre is under-performing. It also refers to the need for environmental enhancement and improvement of the linkages to Cables Retail Park (paragraph 6.44). The regeneration of Prescot is identified within the Area Priorities (paragraph 6.45). This is to be achieved by, inter alia, consolidating the primary shopping core on Eccleston Street and integrating Cables Retail Park more effectively within the town centre. The intention is obviously to consolidate the traditional core of the town centre and Cables Retail Park into a functional centre. On Map 6.3, the area of Cables Retail Park has the notation "Potential Town Centre Boundary Expansion Area". It should be noted that the whole of the town centre, including the area of the retail park is identified as a "Principal Regeneration Area". Policy CS14 is concerned with the Principal Regeneration Area - Prescot Town Centre. This includes directing new retail development and other town centre uses towards Prescot Town Centre and an improvement in linkages and the integration between Cables Retail Park and the existing town centre, including appropriate new town centre development along Sewell Street and "potentially extending the designated town centre boundary in this direction". The uncertainty and ambiguity over whether the town centre designation should be extended and the area to be included is at variance with the objectives to consolidate the traditional core of the centre and the retail park and the positive statements within paragraph 6.59 of the plan.
- 23. Paragraph 2 of the policy relates specifically to Cables Retail Park and indicates that restructuring of the retail park will be supported where it would provide for convenience or bulky goods retailing; improve design, quality and layout; improving linkages to Eccleston Street; and maintaining the current retail floorspace capacity, inclusive of extant planning permissions.
- 24. However, there is no evidence or justification to support a limitation on retail development at Cables Retail Park to convenience or bulky goods retailing. Perversely, the only restriction on the existing floorspace at the retail park is to limit the amount of convenience floorspace. Moreover, the identified requirement is for comparison floorspace generally and Cables Retail Park has never functioned as a "bulky goods" shopping destination. In addition, the indication in the policy that development at Cables Retail Park would only be supported where it would maintain existing floorspace capacity runs counter to the priority to improve shopping provision and the performance of the town centre and the floorspace requirements identified in the Tym Reports.
- 25. Paragraph 6.55 of the Submission Draft Core Strategy falls under the heading "Enhancing the Viability and Vitality of Prescot Town Centre". It states that new comparison floorspace provision at Prescot is below that recommended in the Tym Reports. It comments that this is a response to limited opportunities and it argues that it is therefore beneficial to promote a lower scale of retail growth. This runs counter to the overarching objective to improve the level of retail provision in the Borough so as to better meet the needs of residents.

26. The fourth qualification of Policy CS14 is that development should maintain the current retail floorspace capacity. This is evidently based on the Council's view expressed in paragraph 6.58 that there is no further scope for additional development. There is potential to improve the retail offer at Cables Retail Park and remodelling or redevelopment should not be restricted by a requirement to maintain existing floorspace capacity. Bearing in mind the requirement for additional floorspace which is identified in the plan, any limitation on Cables Retail Park could not be justified as a matter of principle and in any event, the provision of additional floorspace should not be constrained by an arbitrary restriction.

SUMMARY

- 27. Cables Retail Park has been planned to expand Prescot Town Centre. This is evident from the First UDP. The need for the development arises from the poor performance of town centres within the Borough in meeting the needs of the resident population. The loss of retail expenditure to neighbouring areas represents a loss of investment, jobs and creates demand for travel. It is the antithesis of a sustainable pattern of development. The issues identified in the First UDP remain highly relevant to the current plan.
- 28. In respect of Prescot Town Centre and Cables Retail Park, the provisions of the plan are not sound because:
 - (a) The plan recognises the requirement for additional retail development necessary to support the vitality and viability of towns and regeneration objectives. However, in the context of Prescot, the level of retail development proposed by the plan falls short. Moreover, the identified requirement arises from recognised deficiencies in existing shopping provision within the Borough, yet the plan proposes that new retail development should be phased. Consequently, the plan does not reflect the identified requirements at Prescot and it does not respond positively to address the issue of retail development, the inadequacies of the current pattern of shopping and the relationship between the current pattern of shopping, the vitality and viability of the town centre and the impact on regeneration.
 - (b) The plan creates uncertainty and therefore fails to be positive about the town centre boundary at Prescot. The plan should be clear and extend the town centre designation over Cables Retail Park (and include land at Sewell Street), the detailed boundaries for which should be determined in a Site Allocations DPD.
 - (c) The provisions for Cables Retail Park within Policy CS14 cannot be justified having regard to the requirements for additional floorspace which has been identified and the acknowledgement that there is limited capacity in the traditional core of the town centre. In addition, there is no justification to limit additional development at the retail park or to limit development to convenience or bulky goods retailing.

29. It is evident that the overarching objective of the plan is to improve Prescot Town Centre and also to consolidate the traditional core of the centre with the retail park. A positive approach consistent with paragraph 6.59 of the plan would be to include Cables Retail Park within a town centre designation and to remove the arbitrary and unjustified restrictions and qualifications contained within Policy CS14.

Changes to the Plan

- 30. Having regard to the representations, the following changes should be made to the Plan:
 - (a) Policy CS6 paragraph 3 should be amended as follows:

"The boundary of Prescot Town Centre will be defined to include Cables Retail Park and land at Sewell Street in order to consolidate the town centre and reflect the role and function of Cables Retail Park. The Local Plan: Site Allocations and Development Policies Document will define the detailed boundaries of all the centres within the hierarchy, primary shopping areas and primary/secondary frontages, and development opportunities. The Local Plan: Site Allocations and Development Policies Document will also set out associated development policies."

- (b) The reference to phasing within paragraph 6 of Policy CS6 should be deleted.
- (c) The indicative distribution of the capacity for new comparison floorspace set out in Table 3.5 should be amended to reflect the recommendations of the Tym Report (2010). In particular the upper floorspace range for Prescot should be increased to 9,900 square metres.
- (d) The phasing set out in Table 5.4 should be deleted as given the circumstances within Knowsley there is no justification to phase the delivery of additional comparison floorspace.
- (e) Map 6.3: Prescot, Whiston, Cronton and Knowsley Village Area Priorities should be amended to delete the word "potential" from the notation "Potential Town Centre Boundary Expansion Area".
- (f) Policy CS14 should be amended to state support for retail development at Cables Retail Park. The requirements and qualifications set out in points (a) to (d) should be deleted (it should be noted that the improvement of linkages between the retail park and the traditional core of the town centre is embraced by paragraph 1(c) of the policy).
- (g) Paragraph 4 of Policy CS14 should state that the boundary of the town centre will be extended to embrace Cables Retail Park. However, detailed boundaries of the town centre and primary shopping area will be defined in the Local Plan: Site Allocations and Development Policies Document.

APPENDICES TO STATEMENT OF REPRESENTATIONS

Appendix 1 Relevant Planning History

Appendix 2 Plan showing the Study Area and Survey Zones

Appendix 3 Tables

The Knowsley Local Plan Core Strategy Examination Matter 6 Retail and Town Centre Regeneration

APPENDIX 1

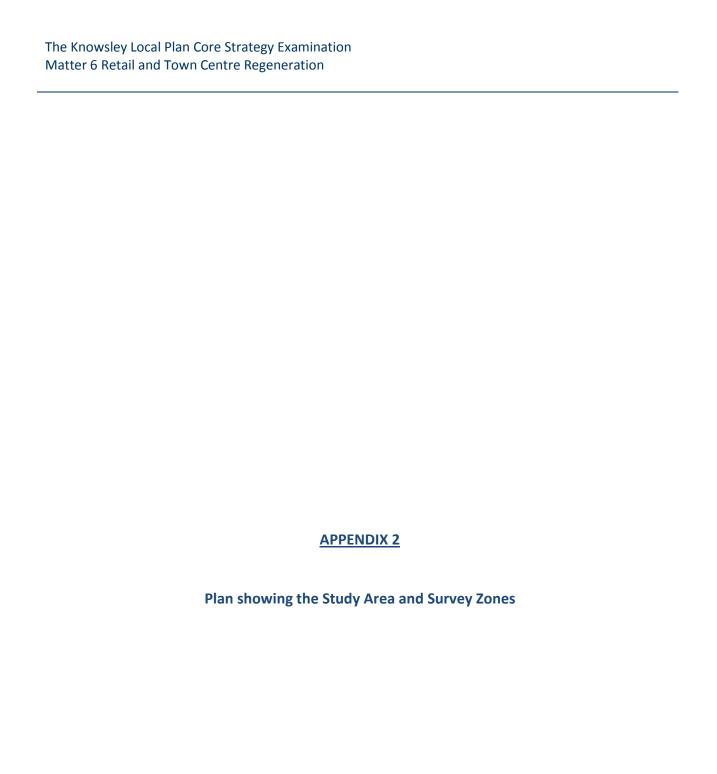
Relevant Planning History

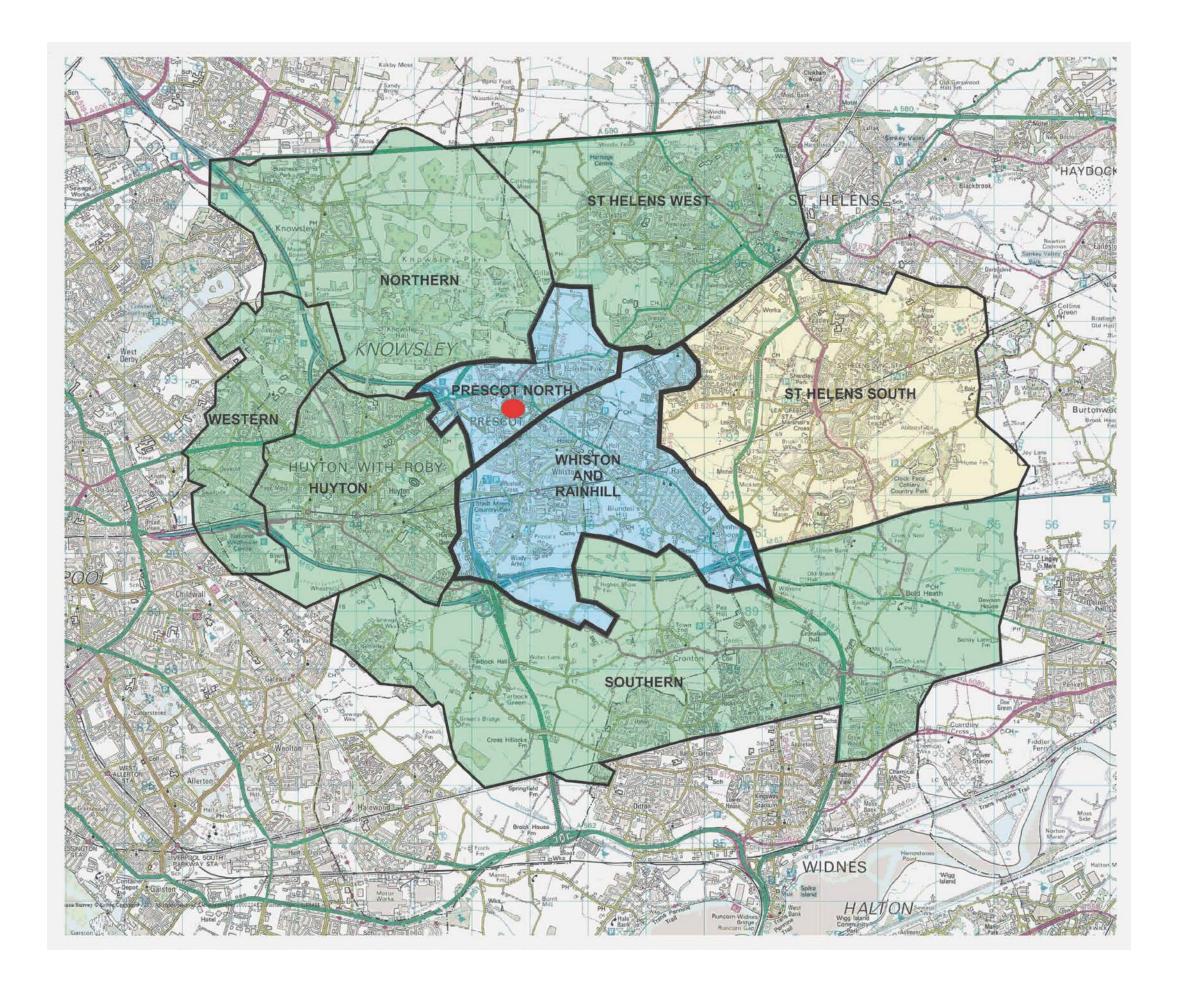
CABLES RETAIL PARK AND SEWELL STREET, PRESCOT RELEVANT PLANNING HISTORY

Application Ref	Validation Date	Description (taken from Knowsley's website)	Address (taken from Knowsley's website)
K/APP/12287	Details not on LPA website	Outline approval for residential development, retail park, drive through restaurant and construction of a new road. (Granted June 1990)	Cables Retail Park, Manchester Road/Sewell Street, Prescot
K/APP/13635	Details not on LPA website	Relaxation of Condition 7 to permit a maximum of 2,323 square metres (25,000 square feet) of food retailing. (Granted February 1993)	Cables Retail Park, Manchester Road/Sewell Street, Prescot
K/APP/14963	Details not on LPA website	Renewal of outline approval K/APP/12287. (Granted August 1993)	Cables Retail Park, Manchester Road/Sewell Street, Prescot
94/00054/APP	1994.01.26	APPLICATION FOR VARIATION OF CONDITION NO. 11 ATTACHED TO PLANNING PERMISSION REF: K/APP/14963 AS GRANTED 6.8.93 TO INCREASE FLOOR AREA FROM 16,000 SQ FT. TO 21,000 SQ FT. THIS CONDITION CURRENTLY READS AS FOLLOWS: "NO INDIVIDUAL RETAIL UNIT WITHIN THE SITE TO BE USED PRIMARILY FOR THE RETAILING OF FOOD SHALL HAVE A GROSS FLOOR SPACE EXCEEDING 16,000 SQ FT." (Granted)	Cables Retail Park, Manchester Road/Sewell Street, Prescot
94/00134	1994.01.26	APPLICATION FOR VARIATION OF CONDITION NO. 11 ATTACHED TO PLANNING PERMISSION REF: K/APP/14963 AS GRANTED 6.8.93 TO INCREASE FLOOR AREA FROM 16,000 SQ FT. TO 21,000 SQ FT. THIS CONDITION CURRENTLY READS AS FOLLOWS: "NO INDIVIDUAL RETAIL UNIT WITHIN THE SITE TO BE USED PRIMARILY FOR THE RETAILING OF FOOD SHALL HAVE A GROSS FLOOR SPACE EXCEEDING 16,000 SQ FT." (Granted)	Cables Retail Park, Manchester Road/Sewell Street, Prescot
94/00108/APP	1994.02.28	APPLICATION FOR APPROVAL OF RESERVED MATTERS FOR THE CONSTRUCTION OF RETAIL PARK AND DRIVE-THROUGH RESTAURANT TOGETHER WITH NEW ACCESS (Granted)	Land Adjacent To The Roundabout Junction Of Sewell Street / Manchester Road Prescot Knowsley
94/00134/APP	1994.03.08	OUTLINE APPLICATION FOR ERECTION ERECTION OF DINER (Granted)	Land Bounded By Station Road/Sewell St/ Kemble Street Prescot Knowsley
95/00365/APP	1996.01.18	ERECTION OF 6,006 SQ.M FOOD SUPERSTORE, RESITING OF PROPOSED DINER AND PETROL FILLING STATION, SUBJECT TO PLANNING PERMISSION APP/95/00365, TOGETHER WITH CONSTRUCTION OF NEW VEHICULAR LAYOUT. (Granted)	Cables Retail Park, Manchester Road/Sewell Street, Prescot
99/00010/APP	1999.01.19	ERECTION OF 6,006 SQ.M FOOD SUPERSTORE, RESITING OF PROPOSED DINER AND PETROL FILLING STATION, SUBJECT TO PLANNING PERMISSION APP/95/00365, TOGETHER WITH CONSTRUCTION OF NEW VEHICULAR LAYOUT. (Granted)	Cables Retail Park, Manchester Road/Sewell Street, Prescot
99/00431/FUL	1999.07.27	ERECTION OF APPROXIMATELY 318 SQ.M DRIVE THROUGH RESTAURANT AND ASSOCIATED CAR PARKING AND LANDSCAPING. (Granted)	Cables Retail Park, Manchester Road/Sewell Street, Prescot
99/00432/APP	1999.07.27	ERECTION OF APPROXIMATELY 318 SQ.M DRIVE THROUGH RESTAURANT AND ASSOCIATED CAR PARKING AND LANDSCAPING. (Granted)	Cables Retail Park, Manchester Road/Sewell Street, Prescot
99/00732/APP	1999.11.17	ERECTION OF A SINGLE STOREY FAST FOOD RESTAURANT WITH DRIVE THROUGH. (Granted)	Land off Sewell Street, Station Road and Kemble Street, Prescot
99/00760/FUL	2000.01.18	ERECTION OF TWO STOREY NON-FOOD RETAIL STORE WITH OFFICE ACCOMMODATION TO FIRST FLOOR TOGETHER WITH CONSTRUCTION OF FEATURE ARCHWAY TO STATION ROAD PEDESTRIAN ENTRANCE. (Granted)	Land at Station Road/Cables Retail Park, Manchester Road/Sewell Street, Prescot
00/00207/OUT	2000.08.30	OUTLINE APPLICATION FOR THE ERECTION OF RETAIL UNITS (USE CLASSES A1 AND A3) AND CONSTRUCTION OF NEW ROUNDABOUT OFF MANCHESTER ROAD. (Refused)	Land at Station Road/Cables Retail Park, Manchester Road/Sewell Street, Prescot
00/00208/OUT	2000.08.31	OUTLINE APPLICATION FOR THE ERECTION OF RETAIL UNIT FOR BULKY GOODS AND CONSTRUCTION OF NEW ROUNDABOUT OFF MANCHESTER ROAD. (Refused)	Land at Station Road/Cables Retail Park, Manchester Road/Sewell Street, Prescot
00/00567/FUL	2000.08.24	APPLICATION FOR THE VARIATION OF PLANNING CONDITION 12 ATTACHED TO PLANNING PERMISSION REFERENCE 99/00010 TO ALLOW DELIVERIES TO SUPERSTORE FROM 07.00 UNTIL 2300 HOURS THROUGHOUT THE WEEK. (Granted)	Tesco Store, Cables Retail Park, Manchester Road/Sewell Street, Prescot
00/00807/FUL	2000.12.18	REMOVAL OF CONDITION NO. 11 ATTACHED TO PLANNING PERMISSION APP/95/00365 (GRANTED 21.8.1998) WHICH EXCLUDES SALE OF CLOTHING, FOOTWEAR, JEWELLERY, PHARMACEUTICALS OR BEAUTY PRODUCTS (Granted)	Argos, Cables Retail Park
01/00516/FUL	2002.01.24	ERECTION OF 2,488SQ.M EXTENSION TO PROVIDE AN ADDITIONAL 1,813SQ.M OF RETAIL FLOORSPACE AND STORAGE, TOGETHER WITH RECONFIGURATION OF CAR PARKING AREA RESULTING IN A LOSS OF 44 PARKING SPACES AND CONSTRUCTION OF NEW EXIT FROM PETROL STATION. (Granted)	Tesco Store, Cables Retail Park, Manchester Road/Sewell Street, Prescot
02/00591/FUL	2002.08.02	ERECTION OF NEW ENTRANCE, EXTENSION TO EXISTING CAFE SEATING AREA AND SERVERY AND NEW STAND ALONE ATM MACHINE. (Granted)	Tesco Store, Cables Retail Park, Manchester Road/Sewell Street, Prescot
02/00593/FUL	2002.07.08	ERECTION OF NON-FOOD DELIVERY DOCK TO REAR SERVICE YARD. (Granted)	Tesco Store, Cables Retail Park, Manchester Road/Sewell Street, Prescot
02/00594/FUL	2002.07.08	ERECTION OF HOME SHOPPING DELIVERY DOCK TO SIDE/REAR SERVICE YARD. (Granted)	Tesco Store, Cables Retail Park, Manchester Road/Sewell Street, Prescot
03/00435/FUL	2003.05.16	ERECTION OF PETROL FILLING STATION, CAR WASH, KIOSK AND ASSOCIATED BOUNDARY TREATMENTS. (Granted)	Land at Junction of Manchester Road/Cables Retail Park, Steley Way, Prescot
04/00169/FUL	2005.06.14	ERECTION OF 2,400 SQ .METRE EXTENSION TO THE STORE, REVISED CAR PARKING, SERVICING & ACCESS ARRANGEMENTS (EXISTING PETROL FILLING STATION TO BE DEMOLISHED) REVISED LANDSCAPING & BOUNDARY TREATMENT & ERECTION OF NEW FOOTBRIDGE. (Granted)	Tesco Store, Cables Retail Park, Manchester Road/Sewell Street, Prescot
04/01378/FUL	2004.12.13	VARIATION OF CONDITION 7 OF PLANNING PERMISSION APP/99/00431 TO AMEND OPENING HOURS FROM 7.00 AM TO MIDNIGHT ON ANY DAY TO 6.00 AM TO MIDNIGHT ON ANY DAY. (Granted)	McDonalds Restaurant, Cables Retail Park, Manchester Road/Sewell Street, Prescot
06/00392/FUL	2006.07.06	ERECTION OF 1560 SQ.M NON-FOOD RETAIL UNIT INC. STORAGE MEZZANINE AREA (DEMOLITION OF EXISTING BLOCK 3 RETAIL/OFFICE UNITS). RELOCATION OF EXTERNAL SUNDIAL FEATURE TO ROUNDABOUT AT STELEY AND REPLACEMENT WITH CAR PARKING. (Granted)	Cables Retail Park, Steley Way, Prescot
07/00204/FUL	2007.03.14	EXTENSION TO EXISTING AUTOMATED TELLER MACHINE ROOM TO ACCOMMODATE AN ADDITIONAL ATM. (Granted)	Tesco Stores, Cables Retail Park, Steley Way, Prescot
07/00304/FUL	2007.03.19	ERECTION OF PETROL FILLING STATION, CAR WASH, KIOSK AND ASSOCIATED BOUNDARY TREATMENTS. (Granted)	Cables Retail Park, Steley Way, Prescot
07/00339/FUL	2007.06.13	ERECTION OF 4,583SQ.M EXTENSION INCORPORATING A MEZZANINE FLOOR, ALTERATIONS TO SERVICING ARRANGEMENTS AND CONSTRUCTION/RE-ORGANIZATION OF CAR PARKING (EXISTING PETROL FILLING STATION TO BE DEMOLISHED). (Granted)	Tesco Store, Cables Retail Park, Manchester Road/Sewell Street, Prescot
07/00426/FUL	2007.05.01	INSTALLATION OF A MEZZANINE FLOOR AND ALTERATIONS TO FRONT ELEVATION. (Granted 31 October 2007)	Focus DIY, Cables Retail Park, Steley Way, Prescot
08/00190/FUL	2008.04.01	INSTALLATION OF A MEZZANINE FLOOR PROVIDING 2556M2 OF RETAIL FLOOR SPACE. ERECTION OF EXTENSION TO FORM ADDITIONAL 195M2 OF RETAIL FLOOR SPACE AND ALTERATIONS TO FRONT ELEVATION. (Granted 31 July 2008)	Focus DIY, Cables Retail Park, Steley Way, Prescot

CABLES RETAIL PARK AND SEWELL STREET, PRESCOT RELEVANT PLANNING HISTORY

Application Ref	Validation Date	Description (taken from Knowsley's website)	Address (taken from Knowsley's website)
08/00190/NMA	2002.07.25	APPLICATION FOR A NON-MATERIAL AMENDMENT FOLLOWING GRANT OF PLANNING PERMISSION 08/00190/FUL (INSTALLATION OF A MEZZANINE FLOOR PROVIDING 2556M2 OF RETAIL FLOOR SPACE. ERECTION OF EXTENSION TO FORM ADDITIONAL 195M2 OF RETAIL FLOOR SPACE AND ALTERATIONS TO FRONT ELEVATION) TO ALLOW FOR THE ADDITION OF A CONDITION REFERING TO APPROVED PLANS. (Granted 8 August 2012)	Unit 5, Cables Retail Park, Steley Way, Prescot
08/00502/FUL	2009.06.10	ERECTION OF PETROL FILLING STATION, KIOSK AND ASSOCIATED BOUNDARY TREATMENTS. (Granted)	Cables Retail Park, Steley Way, Prescot
09/00112/FUL	2009.06.10	RETENTION OF PETROL FILLING STATION, KIOSK, ASSOCIATED WORKS AND BOUNDARY TREATMENTS (AMENDMENT TO PREVIOUSLY APPROVED APPLICATION NO. 08/00502/FUL TO TAKE ACCOUNT OF MINOR RESITING OF KIOSK AND INCREASE IN HEIGHT OF CANOPY FROM APPROX. 4M TO 4.2M).	Tesco Petrol Station, Steley Way, Prescot
09/00427/FUL	2009.10.12	RELOCATION OF THE HOME DELIVERY PARKING/LOADING FACILITY TOGETHER WITH INCREASE IN HEIGHT OF EXISTING BOUNDARY WALL TO 3M & ASSOCIATED WORKS. CONSTRUCTION OF CANOPY ABOVE LOADING AREA. (Granted)	Tesco Extra, Cables Retail Park, Steley Way, Prescot
09/00639/FUL	2009.12.18	VARIATION OF CONDITION 1 ATTACHED TO PLANNING PERMISSION 04/01378/FUL TO ALLOW OPENING TIMES TO BE EXTENDED FROM 6 AM - MIDNIGHT ON ANY DAY TO 5 AM - MIDNIGHT ON ANY DAY. (Granted)	McDonalds Restaurant, Cables Retail Park, Steley Way, Prescot
10/00175/FUL	2010.04.22	VARIATION OF CONDITION NO'S 2, 6, 7, 8, 12, 14, 16, 19 AND 20 ATTACHED TO PLANNING PERMISSION 07/00339/FUL TO TAKE ACCOUNT OF ALTERATIONS TO SITE LAYOUT, ALTERATIONS TO EXTERNAL ELEVATIONS AND INTERNAL FLOOR LAYOUT. (Granted)	Tesco Extra, Cables Retail Park, Steley Way, Prescot
11/00539/FUL	2011.09.29	REFURBISHMENT OF RESTAURANT INCLUDING ASSOCIATED WORKS TO SITE. ERECTION OF EXTENSION, CREATION OF PATIO AREA. EXTERNAL ALTERATIONS INCLUDING CLADDING TO EXTERNAL WALLS AND INSTALLATION OF CUSTOMER ORDER DISPLAY UNIT WITH CANOPY. (Granted)	McDonalds Restaurant, Cables Retail Park, Steley Way, Prescot
12/00147/CLD	2012.03.21	PROPOSED USE OF PART OF RETAIL UNIT AS A PET CARE AND TREATMENT FACILITY (USE CLASS A1). PROPOSED USE IS ANCILLARY TO PRIMARY USE OF UNIT. (Granted 16 May 2012)	Unit 5, Cables Retail Park, Steley Way, Prescot
12/00261/FUL	2012.05.17	INSTALLATION OF "CLICK AND COLLECT" CANOPY (Refused)	Tesco Petrol Station, Steley Way, Prescot
12/00544/FUL	2012.09.26	ERECTION OF 2 NO. UNITS (USE CLASSES A1/A3) AND ASSOCIATED WORKS. (Granted)	Cables Retail Park, Manchester Road/Sewell Street, Prescot
12/00742/FUL	2012.12.07	APPLICATION FOR VARIATION OF CONDITION NO'S 5, 6 & 11 & REMOVAL OF CONDITION NO. 8 ATTACHED TO PLANNING PERMISSION 08/00190/FUL - INSTALLATION OF A MEZZANINE FLOOR PROVIDING 2556M2 OF RETAIL FLOOR SPACE. ERECTION OF EXTENSION TO FORM ADDITIONAL 195M2 OF RETAIL FLOOR SPACE & ALTERATIONS TO FRONT ELEVATION - CONDITION 5 TO ALLOW FOR DELIVERIES BETWEEN 0630 TO 2300 HOURS ON MON-SAT INCLUSIVE & 0800 TO 2300 HOURS ON SUNDAYS; CONDITION 6 TO ALLOW FOR SALE OF CONVENIENCE GOODS WITHIN UNIT C; REMOVAL OF CONDITION 8 WHICH STATED 'A MINIMUM OF 900SQ.M OF FLOORSPACE SHALL BE ALLOCATED WITHIN ONE DISCRETE UNIT FOR THE SALE OF BULKY GOODS'; CONDITION 11 - TO ALLOW FOR REDUCTION IN NUMBER OF UNITS FROM FOUR TO THREE & ALTERATIONS TO SHOP FRONT. (Granted)	Unit 5C, Cables Retail Park, Steley Way, Prescot
13/00085/FUL	2013.02.27	VARIATION/REMOVAL OF CONDITIONS ATTACHED TO PLANNING PERMISSION 12/00544/FUL (ERECTION OF 2 NO. UNITS (USE CLASSES A1/A3) AND ASSOCIATED WORKS) - VARIATION OF CONDITION 2 TO ALLOW FOR REVISIONS TO LIST OF APPROVED PLANS AND VARIATION OF CONDITION 12 TO ALLOW FOR REVISIONS TO SITING OF PLANT; REMOVAL OF CONDITION 13 REGARDING MATERIALS TO BIN STORE; REMOVAL OF CONDITION 14 REGARDING REMODELLED INTERNAL CAR PARK AND REMOVAL OF CONDITION 15 REQUIRING AMENDED FOOTWAYS/VERGES - REMOVAL OF CONDITIONS TO TAKE ACCOUNT OF INFORMATION SUBMITTED. (Granted)	Cables Retail Park, Steley Way, Prescot
13/00085/NMA	2013.09.25	APPLICATION FOR A NON MATERIAL AMENDMENT FOLLOWING APPROVAL OF PLANNING APPLICATION 13/00085/FUL - APPROVAL SOUGHT FOR AMENDMENTS TO APPROVED DRAWINGS. (Granted)	Land at Cables Retail Park, Steley Way, Prescot
13/00219/FUL	2013.04.25	VARIATION OF CONDITION NO. 7 ATTACHED TO PLANNING PERMISSION 13/00092/FUL (ALTERATIONS TO THE DRIVE THRU TO PROVIDE A SIDE-BY-SIDE ORDER POINT, INCORPORATING A NEW ISLAND FOR SIGNAGE, ALTERATIONS TO THE BOOTHS TO ACCOMMODATE NEW DRIVE THRU LAYOUT AND INSTALLATION OF 2 NO. CUSTOMER ORDER DISPLAYS) TO ALLOW ILLUMINATION OF 2 NO. LIGHTING COLUMNS WITHIN 'BUTON' FENCE DURING TRADING HOURS (THE PERMITTED HOURS OF OPERATION AND TIMES THAT CUSTOMERS ARE ALLOWED TO BE SERVED OR ACCOMMODATED ON THE PREMISES) AND NOT BE RESTRICTED TO SPECIFIC TIMES. (Granted)	McDonalds Restaurant, Cables Retail Park, Steley Way, Prescot
13/00254/FUL	2013.05.14	ENCLOSURE OF EXTERNAL SALES ARE TO CREATE ADDITIONAL FLOORSPACE TO UNIT 4. (Granted)	The Former Garden Centre, Cables Retail Park, Steley Way, Prescot





PRESCOT HOUSEHOLD TELEPHONE SHOPPING SURVEY

SURVEY ZONES

1. Prescot North

L34 1; L34 2; L34 3; L34 5; L34 6

2. Whiston and Rainhill

L35 0; L35 2; L35 3; L35 4; L35 5; L35 6; L35 7; L35 8; L35 9

3. Huyton

L36 (WHOLE POSTCODE AREA)

4. St Helens West

WA10 1; WA10 2; WA10 3; WA10 4; WA10 5; WA10 6

5. St Helens South

WA9 3, WA9 4, WA9 5.

6. Southern

WA8 3; WA8 4; WA8 5; WA8 9; L35 1; L27 1; L27 2; L27 4; L27 5; L27 6; L27 7; L27 8

7. Western

L28 0; L28 1; L28 3; L28 4; L28 5; L28 6; L28 7; L28 8; L14 0; L14 2; L14 4; L14 6; L14 7; L14 8; L14 9; L16 2; L16 3

8. Northern

L34 4, L34 7, L34 8, L34 9, L34 0.

Prescot Town Centre

Key amended 9.10.13

Not to scale

The Knowsley Local Plan Core Strategy Examination Matter 6 Retail and Town Centre Regeneration

APPENDIX 3

Tables

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8		Zones 1 & 2
	Prescot	Whiston &	Huyton	St Helens	St Helens	Southern	Western	Northern	1	combined
<u>2000</u>	North	Rainhill	,	West	South					
Total Prescot	74.7%	33.9%	6.4%	2.5%	7.0%	0.0%	4.6%	16.8%	1	43.8%
Elsewhere	25.3%	66.1%	93.6%	97.5%	93.0%	100.0%	95.4%	83.2%		56.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%
<u>2008</u>										
Tesco, Cables Retail Park	53.1%	46.8%	15.0%	1.6%	5.2%	2.9%	10.3%	43.8%		48.3%
Other, Prescot town centre	18.8%	6.9%	0.6%	0.6%	0.0%	0.0%	0.5%	3.8%		9.8%
Total Prescot	71.9%	53.7%	15.6%	2.3%	5.2%	2.9%	10.8%	47.6%		58.1%
Elsewhere	28.1%	46.3%	84.4%	97.7%	94.8%	97.1%	89.3%	52.4%		41.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%
<u>2013</u>										
Tesco, Cables Retail Park	42.2%	37.3%	12.0%	1.1%	0.6%	1.2%	5.4%	27.4%		38.5%
Other, Prescot town centre	18.6%	7.2%	1.8%	0.5%	0.1%	0.0%	0.0%	7.3%		10.0%
Total Prescot	60.8%	44.5%	13.8%	1.5%	0.7%	1.2%	5.4%	34.6%		48.5%
Elsewhere	39.2%	55.5%	86.2%	98.5%	99.3%	98.8%	94.6%	65.4%		51.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total	Zones 1 & 2
	Prescot	Whiston &	Huyton	St Helens	St Helens	Southern	Western	Northern	1	combined
<u> 2000</u>	North	Rainhill		West	South					
Total Prescot	28.2%	39.9%	10.0%	3.9%	10.1%	0.0%	5.9%	1.9%	100.0%	68.1%
<u>2008</u>										
Tesco, Cables Retail Park	15.3%	41.9%	18.0%	2.0%	5.8%	3.0%	10.1%	3.8%	100.0%	57.3%
Other, Prescot town centre	39.0%	44.6%	5.2%	5.4%	0.0%	0.0%	3.3%	2.4%	100.0%	83.7%
Total Prescot	18.2%	42.3%	16.5%	2.4%	5.1%	2.6%	9.3%	3.6%	100.0%	60.5%
<u>2013</u>										
Tesco, Cables Retail Park	17.2%	47.1%	20.3%	1.8%	0.9%	1.8%	7.5%	3.4%	100.0%	64.3%
Other, Prescot town centre	35.1%	42.3%	14.1%	3.6%	0.8%	0.0%	0.0%	4.1%	100.0%	77.4%
Total Prescot	20.4%	46.3%	19.2%	2.1%	0.9%	1.5%	6.2%	3.5%	100.0%	66.6%

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zones 1 & 2
	Prescot	Whiston &	Huyton	St Helens	St Helens	Southern	Western	Northern	combined
<u>2000</u>	North	Rainhill		West	South				
Total Prescot	19.3%	6.1%	4.9%	3.3%	1.3%	0.0%	2.0%	8.0%	9.3%
Elsewhere	80.7%	93.9%	95.1%	96.7%	98.7%	100.0%	98.0%	92.0%	90.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>2008</u>									
Cables Retail Park	11.7%	6.2%	4.9%	1.8%	0.7%	0.5%	1.5%	11.3%	7.5%
Other, Prescot town centre	9.2%	4.6%	5.3%	1.2%	0.2%	0.2%	0.3%	10.2%	5.7%
Prescot generally	4.5%	2.2%	1.2%	0.0%	0.1%	0.0%	0.2%	8.0%	2.8%
Total Prescot	25.4%	13.0%	11.4%	3.0%	1.0%	0.6%	2.0%	29.5%	16.0%
Elsewhere	74.6%	87.0%	88.6%	97.0%	99.0%	99.4%	98.0%	70.5%	84.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>2013</u>									
Cables Retail Park	14.7%	8.5%	5.5%	0.6%	0.6%	0.0%	3.6%	4.4%	10.0%
Other, Prescot town centre	11.2%	5.1%	4.4%	0.7%	1.4%	0.0%	1.1%	8.4%	6.6%
Prescot generally	5.2%	4.6%	4.8%	3.8%	3.8%	3.8%	3.6%	3.9%	4.8%
Total Prescot	31.1%	18.2%	14.7%	5.0%	5.7%	3.8%	8.3%	16.7%	21.3%
Elsewhere	68.9%	81.8%	85.3%	95.0%	94.3%	96.2%	91.7%	83.3%	78.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total	Zones 1 &
	Prescot	Whiston &	Huyton	St Helens	St Helens	Southern	Western	Northern	1	combined
<u>2000</u>	North	Rainhill		West	South					
Total Prescot	22.2%	21.7%	23.4%	16.0%	5.9%	0.0%	8.0%	2.8%	100.0%	43.8%
2008										
Cables Retail Park	16.3%	26.8%	28.3%	10.8%	3.6%	2.3%	7.2%	4.7%	100.0%	43.1%
Other, Prescot town centre	16.3%	25.7%	39.4%	8.9%	1.1%	1.1%	1.9%	5.5%	100.0%	42.0%
Prescot generally	22.6%	34.3%	25.1%	0.0%	2.3%	0.0%	3.7%	12.0%	100.0%	56.9%
Total Prescot	17.1%	27.4%	32.1%	8.6%	2.5%	1.5%	4.7%	6.0%	100.0%	44.5%
<u>2013</u>										
Cables Retail Park	17.9%	32.2%	28.1%	2.8%	2.6%	0.0%	14.8%	1.6%	100.0%	50.1%
Other, Prescot town centre	18.7%	26.7%	30.4%	4.9%	8.8%	0.0%	6.3%	4.2%	100.0%	45.4%
Prescot generally	5.4%	14.9%	20.6%	16.2%	14.9%	14.0%	12.7%	1.2%	100.0%	20.3%
Total Prescot	13.0%	23.8%	25.6%	8.8%	9.1%	5.7%	11.8%	2.1%	100.0%	36.9%

TABLE 5: Visitors to Prescot Tow	n Centre al	so visiting C	ables Retai	l Park 2008	and 2013				
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Elsewhere
	Prescot	Whiston &	Huyton	St Helens	St Helens	Southern	Western	Northern	
	North	Rainhill		West	South				
2008	26.8%	31.5%	38.6%	29.4%	15.4%	0.0%	36.4%	22.2%	24.7%
2013	25.8%	35.1%	27.9%	29.4%	27.3%	40.0%	57.1%	0.0%	24.7%

Derived from Prescot town centre visitor interview surveys 2008 and 2013

TABLE 6: Visitors to Cables Retain	il Park also	visiting Pres	cot town c	entre 2008	and 2013				
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Elsewhere
	Prescot	Whiston &	Huyton	St Helens	St Helens	Southern	Western	Northern	
	North	Rainhill		West	South				
2008	43.7%	37.1%	23.8%	12.5%	14.3%	11.1%	40.0%	55.6%	12.8%
2013	27.5%	22.4%	30.2%	27.8%	25.0%	10.0%	14.7%	33.3%	10.2%

Notes

Derived from Prescot town centre visitor interview surveys 2008 and 2013

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
	Prescot	Whiston &	Huyton	St Helens	St Helens	Southern	Western	Northern
	North	Rainhill		West	South			
<u> 2000</u>								
No car	48.0%	18.0%	38.4%	29.9%	30.7%	36.0%	38.7%	20.0%
One car	33.0%	54.0%	48.4%	54.6%	47.3%	38.0%	47.3%	53.3%
Two or more cars	19.0%	28.0%	13.2%	15.5%	22.0%	26.0%	14.0%	26.7%
<u>2008</u>								
No car	23.7%	16.8%	27.8%	22.1%	21.6%	18.8%	36.6%	25.0%
One car	50.0%	48.1%	48.5%	44.8%	45.8%	42.0%	32.1%	46.4%
Two or more cars	26.3%	35.1%	23.7%	33.1%	32.6%	39.2%	31.3%	28.6%
<u>2013</u>								
No car	16.1%	18.6%	30.2%	24.2%	23.5%	18.3%	20.4%	25.9%
One car	46.1%	50.5%	35.2%	41.0%	45.8%	39.1%	55.9%	21.5%
Two or more cars	37.8%	30.9%	34.6%	34.8%	30.7%	42.6%	23.7%	52.6%

Household telephone interview surveys 2000, 2008 and 2013