

CONSULTATION BY ALLERDALE BOROUGH COUNCIL RE APPLICATION BY TESCO STORES LTD FOR PROPOSED FOODSTORE (CLASS A1) AND PETROL FILLING STATION WITH ASSOCIATED HIGHWAYS ACCESS, CAR PARKING, SERVICING, LANDSCAPING, RECONFIGURATION OF ALLERDALE BOROUGH COUNCIL CAR PARK AND OTHER ASSOCIATED WORKS – LAND AT LAUNDRY FIELD, BROW TOP CAR PARK, WORKINGTON.

Lead Officer: Tony Pomfret, Development Services Manager

To consider and offer a response on the above consultation received from Allerdale Borough Council in respect of a major retail planning application for a site in Workington.

Recommendation: On the basis that the site is allocated for retail use in the Allerdale Local Plan First Alteration following a Public Inquiry and the accompanying Retail Impact Statement and Assessment thereof demonstrate that there is capacity within the study area to accommodate this development subject to the existing Tesco store closing then there would appear to be no demonstrable grounds for refusing this planning application. However, the Council is still concerned that the development could adversely impact on the vitality and viability of Whitehaven Town Centre as recognised in the retail statement and assessment and therefore request that the objection by Allerdale Borough Council to the current Asda proposal for Whitehaven is withdrawn.

Resource Implications: Nil.

1.0 BACKGROUND INFORMATION

- 1.1 The Council have been consulted as neighbouring Local Planning Authority on the above application. The proposal is to build a replacement Tesco store and petrol filling station on land at Laundry Field, Workington between Allerdale's offices and the town centre. The release of the existing Tesco site would make a major contribution to Allerdale's long term aspirations for the Cliffocks/Lower Derwent Valley regeneration and enhancement of sport and leisure facilities.
- 1.2 The application is accompanied by a Planning and Retail Assessment by the Development Planning Partnership (DPP) which concludes that "there would be no adverse PPS6 material harm on existing centres".

The proposed store will be 8,630 sq m (92,896 sq ft) of which 5,248 sq m (63%) is sales area. 61% of the net sales area (3,277 sq m) is for convenience goods and 39% (1971 sq m) for comparison goods. The existing Tesco store has a sales area of 1,998 sq m comprising 1,676 sq m convenience goods and 272 sq m comparison goods.

DPP consider that 85% of the increase in sales will be derived from the Study Area which is the most of Allerdale.

- 1.3 Allerdale has employed White Young Green (WYG) to appraise the Retail Assessment. They consider that some trade will be drawn from beyond the Study Area, most notably from Copeland (as reflected in the West Cumbria Retail Review). WYG conclude:-

“Despite a number of disparities with regard to the approach by DDP, based on our “sensitivity testing” there is still sufficient capacity to support additional convenience and comparison goods floorspace in Allerdale over and above outstanding commitments by 2011. Our assessment identifies comparison goods capacity of £25.40m by 2011, compared to DPP’s assessment of £46.87m. Clearly, this is sufficient to support the comparison goods turnover of the proposed development (£12.75m derived from the Study Area).

“Similarly, with regard to the proposed convenience floorspace, our assessment identifies capacity of £33.79m by 2011, which is based on increasing the current market share from 75% to 80% by 2011 the suggested retention rates of 85% by DDP still allows for the loss of 15% (or £20m) of convenience goods expenditure to facilities outside the Borough. This is not unrealistic given the strength of competition elsewhere. On this basis, it is important to note that the proposed floorspace will not result in an oversupply locally and will still allow for leakage to other stores as no one catchment can be viewed as “self sufficient””.

- 1.4 White Young Green consider that there is both a qualitative and quantitative need for the proposed development (as reflected in Allerdale Council’s decision to allocate the application site in its Local Plan Review). This is subject to the cessation of the existing Tesco Store for retail use.

1.5 **Conclusion**

DDP have adopted a defined Study Area based on broadly the Allerdale administration area which reflects the Allerdale Study Area identified in the West Cumbria Retail Review and comprises 85% of the population of Allerdale. Some trade will be drawn from beyond this area and White Young Green identify this will be mostly Copeland. DPP assumes that Allerdale’s market share could improve from 75% in 2006 to 85% in 2011, whereas White Young Green suggest an 80% figure in 2011. In either case there could be an adverse impact on Copeland and Whitehaven in particular.

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