

Land at Blaydon Industrial Park  
Chainbridge Road | Blaydon  
Proposed Mixed Use Retail / Leisure Development  
Application Ref: DC/18/00533/FUL

Planning Objection Report  
on behalf of LSREF3 Tiger Blaydon S.A.R.L.  
(c/o Ellandi LLP)

August 2018



## Table of Contents

Ellandi LLP Foreword.....	(i)
Executive Summary.....	(ii)
1.0 Introduction .....	1
2.0 Review of Application Proposal .....	5
3.0 Planning Policy Context .....	11
4.0 Assessment of Applicant's Retail Planning Case.....	15
5.0 Overall Assessment of Planning Case and Conclusions.....	39

## Appendices

1.0 Williams Gallagher Holding Objection dated 6 July 2018	
2.0 Chainbridge Retail Park Marketing Particulars	
3.0 Williams Gallagher Retail Impact Assessment Part 1 (Interpretation of WYG Assessment)	
4.0 Williams Gallagher Retail Impact Assessment Part 2 (Alternative Retail Impact Assessment)	

## Notice

This document has been prepared for the sole use of the Client in accordance with the terms of the appointment under which it was produced. Williams Gallagher Town Planning Solutions Ltd ("Williams Gallagher") accepts no responsibility for any use of or reliance on the contents of this document by any third party. No part of this document shall be copied or reproduced in any form without the prior written permission of Williams Gallagher.

# BLAYDON SHOPPING CENTRE

## AH ME LADS

YE SHUD ONLY SEEN US GANNIN'  
WE PASS'D THE FOAKS  
UPON THE ROAD  
JUST AS THEY WOR STANNIN'  
THOR WES LOTS O'  
LADS AN' LASSES  
THERE, ALL WI' SMILING FACES,  
GAWN ALANG THE  
SCOTSWOOD ROAD  
TO SEE THE BLAYDON RACES

## Foreword

The challenges facing the UK High Street are well documented, but as seasoned investors and experienced asset managers, we understand that all markets are cyclical and despite the threat of online shopping, town and district centres such as Blaydon can thrive based on a mixture of vibrant uses anchored by national occupiers and supported by local independent retailers.

Indeed, Community Shopping Centres such as Blaydon benefit from the main drivers of retail growth; value and convenience. Being at the heart of their communities, they also benefit from being at the centre of everyday life and the resultant high footfall that this can bring. To thrive, there needs to be an appropriate mix of value, grocery, homeware, health, fashion and retail services, provided by both national and local businesses alongside civic functions. This creates an environment where retailers can trade profitably and offer cost-effective, affordable shops which underpins sustainable rents.

In every case where we have invested in a town / district centre, we have drawn upon our years of experience and made use of our extensive network of occupier contacts to ensure our centres are well tenanted and provide a vibrant mix of national and local retailers. This tenant-led strategy has been of significant benefit to the towns that our centres serve (and the local community as a whole) and has led to associated economic growth and job creation.

One of the biggest threats to our ability to invest and manage centres such as Blaydon however is the threat of uncontrolled development such as that proposed. These proposals serve to divert trade away from these sustainable locations, dilute occupier co-location and undermine attempts to attract new tenants leading to the relocation of existing stores and facilities. This is compounded by subdued occupier demand for existing retail floorspace nationally, with retailers evaluating the performance of their existing stores and looking to reduce overheads (through store closures etc).

Due to the seriousness of the issues that the proposed development gives rise to, we have employed the services of Williams Gallagher, town planning specialists, to submit this Planning Objection Report. This Report identifies that the proposed development poses a significant threat to the future of Blaydon District Centre.

We wish to underline how much of a threat the proposal is to the future of Blaydon District Centre and hope that you will take the time to review this report as an alternative and realistic assessment of the proposed development currently under consideration.



**Mark Robinson**  
Property Director  
Ellandi LLP



**Jonathan Robson**  
Director - Asset Management  
Ellandi LLP





## Executive Summary

This Planning Objection Report has been prepared by Williams Gallagher on behalf of the owners of the Blaydon Shopping Centre in Blaydon, in respect of a planning application submitted on behalf of UK Land Investments Ltd ('UK Land') ('the Applicant') (LPA Ref: DC/18/00533/FUL).

The subject application seeks full planning permission for a mixed use retail / leisure development on land off Chainbridge Road, Blaydon and follows the grant of outline planning permission for a retail park on 20 December 2016 (LPA Ref: DC/16/01151/OUT).

Reflecting the types of goods proposed by the Applicant at the time, this outline permission was subject to a series of strongly worded occupancy related conditions (as well as restrictions on floorspace, permitted development rights etc) imposed by Gateshead Council in order to protect the vitality and viability of Blaydon District Centre (and in order to ensure the scheme was *complementary* as opposed to being in *direct competition* with Blaydon District Centre).

These were as follows:

- a restriction on the amount of floorspace / net sales;
- restrictions on the types of goods that can be sold from the various units;
- removal of the Applicant's permitted development rights in connection with the insertion of mezzanines and changes of use from Use Class A3 to Use Classes A1 / A5; and
- restrictions on amalgamation and subdivision.

This latest application by UK Land is required as the proposed development would be in direct contravention of the majority of the abovementioned conditions and as a result, would be in direct competition with Blaydon District Centre. This includes the relocation of B&M to the proposed retail park resulting in a like for like impact on the Shopping Centre.

The Applicant asserts that the proposal reflects "*changes in retail sector requirements since 2016 which has meant slightly amending the size / mix of units offered on the site*" (WYG Planning Statement (PS) Para 1.1).

This statement should however be regarded as disingenuous, because:

- The amendments to the size and mix of units would result in the relocation of an existing anchor retailer (namely B&M) from Blaydon Shopping Centre – this can hardly be regarded as 'slight'.
- In order for the scheme to be delivered in its proposed format, the Applicant would require Gateshead Council to vary or omit the majority, if not all, of the of the occupancy related conditions imposed in respect of Outline Permission Ref: DC/16/01151/OUT – conditions which were attached to protect the vitality and viability of Blaydon District Centre. As we demonstrate below, the proposed alterations to the scheme (resulting in the Applicant's need for far fewer conditions restricting how the proposed park can operate) will have a significant adverse impact on Blaydon District Centre.
- The permitted outline scheme was entirely speculative and at no time was there any suggestion / evidence put forward to suggest that there were tenants lined up to occupy the scheme / it was deliverable in its proposed form (with the possible exception of the discount food store). For example, at the time the application was submitted / approved, there were no national requirements for DIY stores in the location proposed and for the amount of retail floorspace permitted.
- Our strong view is that it was never the intention of the Applicant to deliver the outline scheme in the format proposed – instead, it was a strategy to establish permission for a mixed use retail / leisure scheme and to then seek to secure seemingly 'minor' incremental changes in the future to facilitate an

Open A1 retail park consent. This suspicion was confirmed when the marketing particulars for the Site were circulated (by a third party agent) to our client in November 2017 (less than a year after the scheme was granted planning permission). Whilst this document infers that there are restrictions on the operation of the Park, the associated imagery and tenant line up makes it quite clear that the Applicant will entertain all non-food enquiries.

It remains the case that without sufficient controls on the operation of the proposed retail park, and in allowing the proposed tenants to take occupation, the scheme will no longer be complementary to Blaydon District Centre (as was the intention of Gateshead Council when it granted the original permission).

The proposed development will instead result in the relocation of a major anchor store and compete on a like for like basis with existing operators including Boyes, Morrisons, Boots, Poundworld, Home Bargains, Superdrug, Iceland, Shoe Zone, Cooplands, Subway, Greggs and Costa Coffee - retailers / occupiers that are critical to attracting the footfall required to support local independent retailers such as Blaydon Carpets, News 4U, Studio Sun Solarium, Kentoci Café and the Glasses Factory.

We also have no doubt that should permission for the revised scheme be granted, the Applicant will simply come back with a revised proposal for the bulky goods unit(s) (employing the tried and tested incremental approach to securing permission for a wider range of goods / less restrictions on floorspace).

In this regard, we urge officers and members to hold firm on their original approval in the interests of protecting Blaydon District Centre and not to be distracted by the promise of potential new entrants to the area.

## Report Conclusions

In regard to the Applicant's assessment of impact of the proposed development we conclude as follows:

- that it significantly underplays the quantitative impact of the proposed development – our own assessment shows the impact to be significantly higher in both monetary and percentage terms:
  - the Applicant's assessment considers that only £2.2m of comparison goods trade will be drawn from Blaydon District Centre and presents an impact of only 1.84%;
  - ***our assessment concludes that in actual fact, over £4.5m of comparison goods trade will be drawn from Blaydon District Centre resulting in an impact of up to 75%;***
  - the Applicant's assessment considers that only £2.1m of convenience goods trade will be drawn from Blaydon District Centre and presents an impact of only 5.71%;
  - ***our assessment concludes that in actual fact, £2.7m of convenience goods trade will be drawn from Blaydon District Centre resulting in an impact of 7.58%;***
  - we also note that there would be a combined 23.86% impact on convenience goods outlets in Blaydon when Morrisons is excluded from the assessment;
- that it has failed to undertake a sufficient assessment of the qualitative impacts of the proposal which is necessary to determine the overall impact of the proposal on the vitality and viability of Blaydon District Centre.

We would also draw your attention to the fact that owing to the size and scale of retail development proposed, it would not be possible to accommodate the proposal within Blaydon Town Centre. Whilst this enables the Applicant to effectively circumvent the sequential assessment, it is precisely for this reason that the impact of the proposed development will be so damaging to the future vitality and viability of Blaydon District Centre.



Finally, we note that the Applicant refers to the economic benefits of the proposal which amount to inward investment and job creation.

As is the case with much of the Applicant's submission, this statement should be afforded a significant degree of scrutiny, not least because the purported economic benefits must be viewed in the context of the likely trade diversion of the proposed development.

The alternative retail impact assessment prepared by Williams Gallagher highlights a number of important findings regarding impact, for example:

- the assessment fails to test the worse case scenario – in other words the sales densities for the proposed retail units have the potential to be higher than set out in the PS;
- that the Applicant's assumptions overstate the trade draw of the proposal from outside of the immediate locality and as a result significantly underplay the trade that is likely to be drawn from Blaydon District Centre.

These conclusions mean that the retail turnover of the scheme is likely to be far higher than estimated by the Applicant, and that a greater proportion of that turnover will be drawn from Blaydon District Centre.

Our findings present a stark assessment of the likely impact on Blaydon District Centre. For example, our assessment concludes that the total loss of comparison goods retail revenue for Blaydon District Centre would be in the region of £4.5m – a combined impact of over **70%**.

This would place existing businesses and occupiers in Blaydon District Centre under significant stress. Moreover, the various challenges faced by occupiers means that there is constrained capacity to absorb reductions in retail turnover that would arise from the scheme. At some point, the reduction in revenue would start to impact on levels of profitability, employment and business viability.

Therefore, either through jobs displacement or through a reduction in retail turnover (and the consequent impact on the number and range of retail occupiers), the retail offer in Blaydon Shopping Centre will be negatively impacted. In short, the jobs created at the retail park will be displaced from Blaydon District Centre. There is therefore no gain in employment.

It can therefore be concluded that the "economic benefits" of the proposal as put forward by the Applicant, whilst a material consideration in the determination of the application, are in fact economic displacement, which is not a benefit – in fact it should be seen as a significant dis-benefit.

Accordingly, there are no material considerations that outweigh the proposal's clear non-compliance with the adopted and emerging Development Plan and the National Planning Policy Framework (the Framework / NPPF).

**Taking into account the findings of this report, we conclude that there is no justification for the approval of this application. We therefore respectfully request that it be refused.**



## 1.0 Introduction

- 1.1 This Planning Objection Report has been prepared by Williams Gallagher on behalf of LSREF3 Tiger Blaydon S.A.R.L. (c/o Ellandi LLP), owners of the Blaydon Shopping Centre in Blaydon, in respect of a planning application submitted on behalf of UK Land Investments Ltd ('UK Land') ('the Applicant') (LPA Ref: DC/18/00533/FUL). This Report is submitted further to a holding objection sent to officers on 6 July 2018 (see Williams Gallagher Holding Objection - **Appendix 1**).
- 1.2 Due to our client's interests, the report concentrates on the effect of the proposed development on Blaydon District Centre.
- 1.3 The application in question seeks full planning permission for a mixed use retail / leisure development on land off Chainbridge Road, Blaydon ('the Site'). It follows the grant of outline permission for a retail park in December 2016 (LPA Ref: DC/16/01151/OUT). This outline permission was subject to a series of occupancy related planning conditions (as well as restrictions on floorspace, permitted development rights etc) imposed by Gateshead Council, but wholly accepted by the Applicant as appropriate to facilitate the development they wished to pursue, in order to protect the vitality and viability of Blaydon District Centre. The key conditions included:
- a restriction on the amount of floorspace / net sales (Condition 4);
  - restrictions on the types of goods that can be sold from the various units (Conditions 5, 6 and 10);
  - removal of the Applicant's permitted development rights in connection with the insertion of mezzanines (Condition 7) and changes of use from Use Class A3 to Use Classes A1 / A5 (Condition 9); and
  - restrictions on amalgamation and subdivision (Condition 8).
- 1.4 This latest proposal by UK Land is seeking substantial amendments to the approved outline scheme. The scheme has been marketed outside the terms of the extant outline permission since at least November 2017 (see **Appendix 2** - Chainbridge Retail Park Marketing Particulars), demonstrating that, as anticipated, it was never the Applicant's intention to deliver the outline scheme in the format proposed.
- 1.5 The new application will instead facilitate the occupation of the scheme by the following occupiers:
- TJ Hughes (2,630 sqm GIA);
  - B&M (2,160 sqm and 700 sqm Garden Centre); and
  - Starbucks (167 sqm GIA).
- 1.6 In addition, the application proposes:
- a non-food retail unit(s) (1,170 sqm GIA total); and
  - a drive-thru restaurant (250 sqm NIA).
- 1.7 An Aldi store comprising 1,767 sqm GIA is also proposed, albeit a foodstore has already been approved in this location.
- 1.8 The Applicant refers to the proposed development as Churchills Retail Park.

## Blaydon Shopping Centre

- 1.9 By way of background, Blaydon Shopping Centre is an open Community Shopping Centre – the full extent of which comprises Blaydon District Centre as defined by Saved Policy RCL5 of Gateshead Unitary Development Plan (GUDP) and the emerging Making Spaces for Growing Places Local Plan Document (MSGP LPD). The Centre was originally constructed in 1972 and comprises 18,200 sqm across 43 units.
- 1.10 The scheme is arranged over ground and first floor levels and was substantially refurbished and extended in 2014 to provide a new 70,000 sqft Morrisons Superstore and Petrol Filling Station (PFS). It is also home to a range of national multiples (including Costa, Specsavers, Domino's, Home Bargains, B&M Bargains, Greggs, Iceland, Card Factory, Lloyds Bank, Superdrug and Boots), regional operators (including Cooplands) and a number of independent retailers / service providers. In addition, the scheme provides 624 free car parking spaces, a public library, health centre and bus station.
- 1.11 The 2014 redevelopment scheme was delivered in partnership with Gateshead Council and represented a £20m investment. Since this time and following the acquisition of the Centre LSREF3 Tiger Blaydon S.A.R.L., Ellandi has drawn upon its years of experience and made use of its extensive network of occupier contacts to ensure that the Centre is well-tenanted and provides a vibrant mix of national and local retailers. This tenant-led strategy has been of significant benefit to Blaydon and the local community as a whole and has lead to associated economic growth and job creation.



**Figure 1:** Blaydon Shopping Centre

**Source:** Ellandi LLP

- 1.12 The most recent health check of the Centre (conducted by Gateshead Council in April 2015 as part of the Gateshead Centres: Health Check Report Update April 2015 (GHCR, 2015)) notes that Blaydon is retained as an efficient and improving district centre which, located on the western edge of the built-up area of the Borough, is well placed to serve the needs of the local area and its rural hinterland. It goes on to state that the redevelopment of part of the Centre, including a new supermarket, has improved the quality and range of retail and other facilities, and the Centre's environment.
- 1.13 It should be noted however that over three years have passed since the GHCR was published. At present, there are 3 prominent vacancies at ground floor level of the Shopping Centre with a number of additional units being let on a temporary basis (meaning the tenant can vacate at any time).
- 1.14 There are a further 5 vacancies on the upper floors of the Shopping Centre. This is the highest vacancy rate the Centre has experienced since it was substantially extended and refurbished in 2014. It is expected that there will be a further significant vacancy in due course owing to Poundworld going into administration in June 2018.
- 1.15 It is also the case that a number of leases are due to expire in the next 1-2 years. Renegotiating / renewing these leases becomes a far more difficult task where the Centre's vitality and viability is undermined by an edge of centre, largely unrestricted A1 retail scheme such as that proposed.
- 1.16 Having regard to the proposed development, the biggest threat will be a reduction in the number of trips to the Centre as a result the closure of B&M and a reduction in trips to Morrisons, Home Bargains, Boyes and Iceland etc - these stores generate the footfall that is required to support smaller stores and facilities at the Shopping Centre. This decline in trips to the Centre arises due to the range of goods sold being substantially the same as those at Blaydon Shopping Centre, the availability of free parking at the proposal site and the fact that the site is physically separated from the District Centre by a busy road. As we have previously highlighted, our significant experience of these types of schemes is that the proposed retail park will operate in isolation of Blaydon Shopping Centre.
- 1.17 In this regard, the proposal poses a significant threat to the Centre's ability to retain existing occupiers (as a result of impact or relocation) as well as attract new occupiers. For a small District Centre such as Blaydon, even very modest reductions in the level of trade can have a significant adverse impact on existing investment and the District Centre's vitality and viability.
- 1.18 In addition to the above, it must be borne in mind that the UK high street (including those with a focus on the value and day to day convenience sectors within which Blaydon operates) continues to face unprecedented challenges.
- 1.19 According to Savills Research (April 2018<sup>1</sup>), 10% fewer high street stores opened in 2017 than in 2016, with 5,855 outlets closing last year. There have also been several high profile retail failures in recent months with a number of other retailers entering into Company Voluntary Arrangements (CVAs) leading to store closures. The effect of this is that weaker retailers are now evaluating their existing portfolios, while stronger retailers defer decision-making to consider opportunist responses to this weakness. Demand for retail floorspace is expected to remain highly subdued for the foreseeable future (especially in more tertiary locations) with retailers looking closely at the performance of their existing portfolios and reducing overheads as opposed to expansion.

---

<sup>1</sup> UK Shopping Centre and High Street Spotlight (Savills, April 2018)

- 1.20 It is therefore the case that whilst Blaydon Shopping Centre appears to be performing well on the surface (as is articulated in the 2015 GHCR), it, like many small centres, faces significant challenges - challenges which must be taken into consideration when assessing the impact of the proposed development on the Centre's vitality and viability.
- 1.21 In this subdued market, the expansion of the retail footprint of Blaydon will simply lead to the displacement of retail from the existing Centre (including B&M which has been trading from Blaydon Shopping Centre for a number of years), leaving behind substantial voids which will be very difficult to fill owing to limited demand for retail space nationally.
- 1.22 The outcome of allowing the new scheme will therefore be to significantly and irreversibly undermine the vitality and viability of the District Centre.
- 1.23 It is in the context of the above that these representations are made.

### **Report Summary**

- 1.24 This Planning Objection provides evidenced scrutiny of the Applicant's case in respect of the proposed development and confirms that notwithstanding its claims, there are substantial grounds for refusal of the application, including:
- the planning application will have a significant adverse impact on Blaydon District Centre;
  - there are no material considerations or benefits associated with the proposed development which would outweigh the proposal's clear non-compliance with the adopted and emerging Development Plan and the National Planning Policy Framework (the Framework / NPPF).
- 1.25 We also draw your attention to the fact that owing to the size and scale of retail development proposed, it would not be possible to accommodate the proposal in Blaydon District Centre. Whilst this enables the Applicant to circumvent the sequential assessment, it is precisely for this reason that the impact of the proposed development will be so damaging to the future vitality and viability of Blaydon District Centre.
- 1.26 The report is structured as follows:
- a review of the application proposal;
  - an overview of the planning policy context;
  - a review of the Applicant's retail case; and
  - an overall assessment of the Applicant's planning case.

## 2.0 Review of Application Proposal

2.1 The subject application (LPA Ref: DC/18/00533/FUL) seeks full planning permission for a mixed use retail / leisure development on land off Chainbridge Road, Blaydon and follows the grant of outline planning permission for a retail park on 20 December 2016 (LPA Ref: DC/16/01151/OUT).

2.2 The Officer's Report to Committee confirmed that the approved outline permission will include the following:

- a discount food store (1,936 sqm GFA);
- a DIY bulky goods store (4,755 sqm GFA);
- a bulky goods unit (1,230 sqm GFA);
- a public house / restaurant (600 sqm GFA); and
- a drive-thru restaurant (230 sqm GFA).

2.3 Reflecting the types of goods proposed by the Applicant at the time, this outline permission was subject to a series of strongly worded occupancy related conditions (as well as restrictions on floorspace, permitted development rights etc) imposed by Gateshead Council in order to protect the vitality and viability of Blaydon District Centre (and in order to ensure the scheme was *complementary* as opposed to being in *direct competition* with Blaydon District Centre).

2.4 These were as follows:

- Condition 4: The gross and net sales floorspace of the units hereby permitted shall not exceed the areas as follows:
  - discount food store shall not exceed 1,936 sqm GFA, net sales area of 1,254;
  - DIY bulky goods store shall not exceed 4,755 sqm GFA;
  - bulky goods unit shall not exceed 632 sqm GFA;
  - pub / restaurant shall not exceed 600 sqm GFA;
  - the drive-thru restaurant shall not exceed 230 sqm GFA.

*Reason: To ensure that the development is complementary to Blaydon District Centre in accordance with Saved Policy RCL5 and CSUCP Policy CS7.*

- Condition 5: The DIY unit hereby permitted shall retail only those items defined as DIY and decorators supplies, tools and equipment for house and garden, and plants and flowers for gardens (as defined by the COICOP system used by the ONS – categories 04.3.1, 05.5.1, 05.5.2, 05.6.1 and 09.3.3 in the form and wording as it has effect on the date of this permission) and shall not retail any food at any time.

*Reason: To ensure that the development is complementary to Blaydon District Centre in accordance with Saved Policy RCL5 and CSUCP Policy CS7.*

- Condition 6: The bulky goods unit hereby approved shall retail only furniture and floor coverings, major household appliances (whether electric or not), audio-visual equipment and bicycles and shall not retail food at any time.

*Reason: To ensure that the development is complementary to Blaydon District Centre in accordance with Saved Policy RCL5 and CSUCP Policy CS7.*

- Condition 7: Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) Order 2015 (or any order revoking and re-enacting that Order) (with or without modification), no mezzanine floors shall be constructed within any of the units hereby permitted.

*Reason: To ensure that the development is complementary to Blaydon District Centre in accordance with Saved Policy RCL5 and CSUCP Policy CS7.*

- Condition 8: No individual unit hereby permitted shall amalgamate with another unit resulting in a larger floorplate, nor subdivide resulting in more, smaller, planning units.

*Reason: In order to prevent large floor plate units being created, and to ensure that the development is complementary to Blaydon District Centre and in accordance with Saved Policy RCL5 and CSUCP Policy CS7.*

- Condition 9: Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) Order 2015 (or any order revoking and re-enacting that Order) (with or without modification), the units hereby permitted with Use Class A3 shall not change to Use Class A1 or Use Class A5 at any time.

*Reason: To ensure that the development is complementary to Blaydon District Centre in accordance with Saved Policy RCL5 and CSUCP Policy CS7, and the Hot Food Takeaway SPD.*

- Condition 10: The DIY unit and the bulky goods unit hereby permitted shall at no time become food retail units.

*Reason: To ensure that the development is complementary to Blaydon District Centre in accordance with Saved Policy RCL5 and CSUCP Policy CS7.*

2.5 This latest application by UK Land is required as the proposed development would be in direct contravention of the majority of the abovementioned conditions. Instead, the application seeks to facilitate the occupation of the Site by the following tenants:

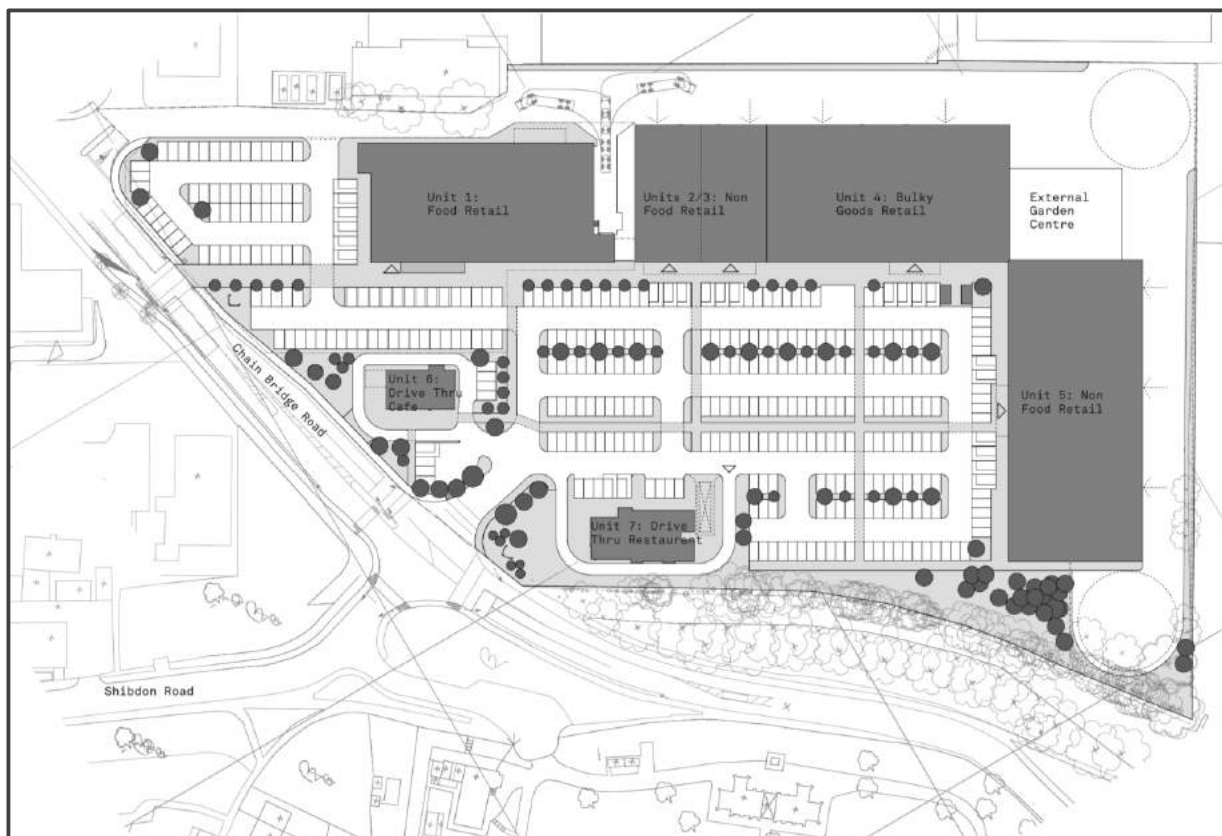
- TJ Hughes (2,630 sqm GIA);
- B&M Home & Garden (2,160 sqm and 700 sqm Garden Centre);
- Starbucks (167 sqm GIA).

2.6 In addition, the application proposes:

- a non-food bulky goods retail unit(s) (1,170 sqm GIA total) – the Applicant notes that this space will be subject to the same occupancy related conditions imposed by the extant permission (PS Para, 6.7) albeit the fact that the non-food retail unit is referred to in both the singular and the plural (e.g. PS Para, 3.1) does lead us to query whether the Applicant is seeking to avoid conditions that would prohibit subdivision (thereby enabling more than one retailer to take occupation) – the Design and Access Statement also implies that this unit could be sub-divided (see Figure 2); and
- an additional drive-thru restaurant (250 sqm NIA) - this replaces the pub / restaurant that was permitted as part of the approved outline scheme and is expected to be occupied by a Burger King or similar.



- 2.7 Save for the third non-food retail unit(s), there is little mention of the types of conditions that would be accepted by Applicant in respect of the above proposed uses for the Site, suggesting that it is seeking in the first instance to secure open A1 consent for the TJ Hughes and B&M units (with no restrictions on the types of goods sold, amalgamation, sub-division, the insertion of mezzanines and permitted development rights).
- 2.8 An Aldi store comprising 1,767 sqm GIA is also proposed, albeit a foodstore has already been approved in this location.



**Figure 2:** Proposed Layout

**Source:** Faulkner Brown Design and Access Statement

- 2.9 It is also notable that the Applicant's Planning Statement (PS) for this latest application (and indeed the associated Planning Application Form and Design and Access Statement (DAS)) conveys the proposed floorspace as Gross Internal Area (GIA) as opposed to Gross Floor Area (GFA) (unlike the previous application, for example the October 2016 Planning Statement - refer to Para 3.1). This precludes a direct comparison of floorspace between the permitted application and this latest application. Net sales areas are however usefully provided which allows an assessment of the turnover of the proposed development to be conducted.
- 2.10 The Applicant states that this proposal reflects "*changes in retail sector requirements since 2016 which has meant slightly amending the size / mix of units offered on the site*" (WYG Planning Statement (PS) Para 1.1).
- 2.11 This statement should however be regarded as disingenuous, not least because:
- The amendments to the size and mix of units would result in the relocation of an existing anchor retailer from Blaydon Shopping Centre – this can hardly be regarded as 'slight'.

- In order for the scheme to be delivered in its proposed format, the Applicant would require Gateshead Council to vary or omit the majority, if not all, of the of the occupancy related conditions imposed in respect of Outline Permission Ref: DC/16/01151/OUT – conditions which were attached to protect the vitality and viability of Blaydon District Centre. As we demonstrate below, the proposed alterations to the scheme (resulting in the Applicant's need for far fewer conditions restricting how the proposed park can operate) will have a significant adverse impact on Blaydon District Centre.
- The permitted outline scheme was entirely speculative and at no time was there any suggestion / evidence put forward to suggest that there were tenants lined up to occupy the scheme / it was deliverable in its proposed form (with the possible exception of the discount food store). For example, at the time the application was submitted / approved, there were no national requirements for DIY stores in the location proposed and for the amount of retail floorspace permitted.
- Our strong view is that it was never the intention of the Applicant to deliver the outline scheme in the format proposed – instead, it was a strategy to establish permission for a mixed use retail / leisure scheme and to then seek to secure seemingly 'minor' incremental changes in the future to facilitate an Open A1 retail park consent. This suspicion was confirmed when the marketing particulars for the Site were circulated (by a third party agent) to our client in November 2017 (less than a year after the scheme was granted planning permission). Whilst this document infers that there are restrictions on the operation of the Park (Page 3), the associated imagery and tenant line up makes it quite clear that the Applicant will entertain all non-food enquiries (see **Appendix 2** – Churchill Retail Park Marketing Particulars).



**Figure 3:** Churchills Retail Park Marketing Particulars  
**Source:** CWM

- 2.12 It remains the case that without sufficient controls on the operation of the proposed retail park, and in allowing the proposed tenants to take occupation, the scheme will no longer be complementary to Blaydon District Centre (as was the intention of Gateshead Council when it granted the original permission).
- 2.13 The proposed development will instead result in the relocation of a major anchor store (namely B&M) and compete on a like for like basis with existing operators including Boyes, Morrisons, Boots, Poundworld, Home Bargains, Superdrug, Iceland, Shoe Zone, Cooplands, Subway, Greggs and Costa Coffee - retailers / occupiers that are critical to attracting the footfall required to support local independent retailers such as Blaydon Carpets, News 4U, Studio Sun Solarium, Kentoci Café and the Glasses Factory.
- 2.14 We also have no doubt that should permission for the revised scheme be granted, the Applicant will simply come back with further revisions to the proposal for the bulky goods unit(s) (employing the tried and tested incremental approach to securing permission for a wider range of goods / less restrictions on floorspace).
- 2.15 In this regard, we urge officers and members to hold firm on their original approval in the interests of protecting Blaydon District Centre and not to be distracted by the promise of new entrants to the area (in this case TJ Hughes).



### 3.0 Planning Policy Context

3.1 The Development Plan for the Site comprises the following:

- the Core Strategy and Urban Core Plan for Gateshead and Newcastle Upon Tyne 2010-2030 (CSUCP) (Adopted March 2015) (Forms Parts 1 & 2 of the Gateshead Local Plan); and
- the Saved Policies of the Gateshead Unitary Development Plan (2007).

3.2 **Policy CS7 (Retail and Centres)** of the CSUCP is of particular relevance to the determination of this application. This seeks to maintain and enhance the vitality and viability of centres in the retail hierarchy and designates Blaydon as a District Centre which is to provide key services including shopping, local services, leisure, public and community facilities.

3.3 Section 3 of the Policy sets out a series of criteria in respect of retail proposals outside of the defined centres as follows:

- only permitting proposals where it can be demonstrated that there is not a sequentially preferable site in, or on the edge of, centres;
- requiring an impact assessment in accordance with national planning guidance; and
- considering impacts where there could be a significant adverse impact (regardless of development size) on a designated centre.

3.4 Also of relevance to the determination of the subject planning application is the Making Spaces for Growing Places Plan (MSGP) which is intended to form Part 3 of the Gateshead Local Plan. It is expected that this will:

- set out detailed policies to both assist applicants, and inform decisions made on planning applications;
- allocate land for particular types of development;
- designate land on the basis of its use or quality, including conservation areas, retail centres and local wildlife sites, for example;
- identify areas where there may be limitations on development.

3.5 As the Applicant highlights at Para 4.14 of the PS, the MSGP has yet to be adopted and as such limited weight can be ascribed to it. It does however, as the Applicant points out, provide an indication as to the direction of travel.

3.6 Of particular relevance to this report is **Draft Policy MSGP8 (Retail and Leisure Impact Assessment)**. This states that a retail impact assessment will be required for retail and leisure proposals of 500 square metres (net) or more in locations outside of designated centres in the retail hierarchy.

3.7 The supporting text to this Draft Policy (Para 4.17) notes that:

*“Gateshead has a significant proportion of out of centre retail floorspace, and a number of designated centres which are struggling or at risk (centres which are underperforming but have the potential to improve). It is therefore considered appropriate to set a lower impact assessment threshold to protect against the effect of applications under the NPPF requirement of 2,500 square metres, and this principle is set out in CSUCP Policy CS7”.*

### 3.8 Para 4.18 goes on to state that:

*“The CSUCP gives priority and makes provision for retail development in allocated centres and it is important that the retail policies in this Plan support this approach. The objective of the locally set threshold is to ensure that the vitality and viability of existing centres is reinforced through new developments coming forward, and not threatened. Impact assessments for proposals outside of designated centres which exceed the threshold set out in the policy should be undertaken in a proportionate and locally appropriate way, and address the following:*

- *the impact of the proposal on the vitality and viability, including local consumer choice and the range and quality of the comparison and convenience retail offer;*
- *the impact of the proposal on existing, committed and planned public and private investment in a centre or centres within the catchment area of the proposal;*
- *the impact of the proposal on in-centre trade / turnover and on trade in the wider catchment area, taking into consideration current and future consumer expenditure capacity up to five years from the time the application is made”.*

### 3.9 Williams Gallagher lent its support to this Policy during the most recent consultation on the Plan in December 2017 (on behalf of Ellandi LLP)<sup>2</sup>.

### 3.10 The Applicant correctly points out at Para 5.3 of the PS that of particular importance in the consideration of the planning application is ensuring that the proposed development supports the vitality and viability of Blaydon Town [District] Centre.

### 3.11 Indeed, given the site’s edge-of-centre location, it notes that Paragraphs 24 and 26 of the NPPF, together with Policy CS7 of the CSUCP, requires the application to be supported by a retail impact assessment in order to, first, consider the impact of the proposal on existing, committed and planned public and private investment within the catchment area of the proposal and, secondly, the impact of the proposal on the vitality and viability of Blaydon Town [District] Centre.

### 3.12 In addition, the Applicant notes that a sequential test is required which will need to demonstrate that there are no preferable sites within Blaydon Town [District] Centre, Gateshead’s Primary Shopping Area or the local centres of Swalwell and Winlaton, with preference then given to accessible sites that are well connected to Blaydon Town [District] Centre.

#### National Planning Policy Framework (2018)

### 3.13 Since the WYG report was submitted, officers will be aware that a Revised National Planning Policy Framework has been published by Government. This continues to reiterate that planning law dictates that applications for planning permission must be determined in accordance with the statutory development plan, unless material consideration indicate otherwise.

### 3.14 Its policies relating to town centres and retail can now be found at Chapter 7 of the NPPF.

<sup>2</sup> This included full support the Council’s intention to adopt this lower threshold for both retail and leisure uses, noting however that it appeared to conflict with the findings of the Report on Setting a Local Threshold for the Assessment of Retail (2017). This report indicates that the average unit in district centres is far lower than 500 sqm (it is in fact 64 sqm for comparison goods outlets and 263 sqm for convenience outlets) (NB the Morrisons in Blaydon skews the average unit size for convenience goods in this centre). On this evidence, we suggested that there are grounds to reduce the threshold for requiring impact further (to between 200 and 300 sqm) where proposals affect district centres.

## 3.15 Paras 86 – 90 are of most relevance:

86. *Local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.*
87. *When considering edge of centre and out of centre proposals, preference 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.*
88. *This sequential approach should not be applied to applications for small scale rural offices or other small scale rural development.*
89. *When assessing applications for retail and leisure development 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 a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m<sup>2</sup> of gross floorspace). 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).*
- 90. *Where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the considerations in paragraph 89, it should be refused [emphasis added].***

- 3.16 This revision to the NPPF does little to change the approach to determining applications for retail development such as that proposed. Indeed, it continues to state that applications which fail to satisfy the sequential test, or are likely to have a significant adverse impact on a town centre, should be refused.
- 3.17 Para 86 does however introduce a change to the sequential test which would allow out-of-centre sites to be considered only if town centre or edge-of-centre locations are not available, or not expected to become available 'within a reasonable period'<sup>3</sup>.
- 3.18 This addition makes clear that suitable town centre or edge of centre sites do not have to be available immediately, in order to avoid prejudicing town centre or edge of centre sites that are in the pipeline but not available straight away.

---

<sup>3</sup> the Government's response to the draft NPPF consultation (published alongside the revised NPPF) states that: "the support for the policy changes is welcomed and the Government intends to implement the changes as set out in the consultation. On the specific request for clarity in relation to 'reasonable period', further advice will be set out in updated national planning guidance to assist with the application of the policy".

**Summary**

- 3.19 As can be seen from above, the following policies and material considerations are considered key in the determination of this latest application by UK Land:
- CSUSP Policy CS7 (Retail and Centres);
  - Draft MSGP Policy MSG8 (Retail and Leisure Impact Assessment); and
  - NPPF (2018) – Chapter 7 (Paras 86 – 90).
- 3.20 The remainder of this report seeks to demonstrate that the proposed development will be in direct contravention of these policies. Moreover, that there are no overwhelming economic, social and environmental benefits associated with the proposed development which would outweigh the adverse impacts we have identified above and in the remainder of this report.



## 4.0 Assessment of Applicant's Retail Planning Case

- 4.1 This section of the report provides a review of the Applicant's retail planning case which has been submitted in support of the application. In particular, it examines the Applicant's impact assessment provided in the PS by WYG (May 2018) that accompanies the planning application submission.
- 4.2 Given our client's interests, this section of the report concentrates on the effect of the proposed development on Blaydon District Centre.
- 4.3 In undertaking this review, the following reports, retail studies and material have been considered:
- the Planning Statement by WYG (May 2018) (PS) (including Appendices);
  - the Newcastle and Gateshead Strategic Comparison Goods Retail Capacity Forecasts Update (NGCGR Study, 2012); and
  - the Gateshead Retail Health Check Report (GHCR, 2015).
- 4.4 We have also drawn on independent research reports / press releases where necessary (these are referenced throughout the report) and evidence from our client regarding the performance of Blaydon District Centre.
- 4.5 We have not sought to summarise or repeat the case made by the Applicant, nor do we seek to comment on all the assumptions made in the PS. Instead, we concentrate on the issues which we consider to be of greatest relevance in applying retail planning policy to the consideration of this particular application. As such, the omission of any reference to a part of the PS does not indicate we agree with it, rather, that it is not key to the case we put forward.
- 4.6 The key focus of this review is on the impact of the proposed development on Blaydon District Centre. In this regard, we consider the assumptions made within the Applicant's quantitative impact assessment (PS, Section 6) which identifies a number of key concerns. Most notably, we conclude that the Applicant's assessment fails to present a 'worst case' quantitative impact figure and that the actual impacts on Blaydon District Centre could be significantly higher than set out in the PS.
- 4.7 To illustrate this point, we provide our own high level retail impact assessment. Our views on the likely levels of impact that will be experienced are then set out, followed by an assessment of how these levels of trade draw will affect the vitality and viability of Blaydon District Centre and investment within it (taking into account its current role, offer and performance).

### The Proposed Development

- 4.8 The amount and trading characteristics of the proposed retail floorspace is key to understanding the likely trade draw of the proposed development and thus the levels of impact that may be experienced by surrounding centres and facilities. The scheme also includes x2 drive-thru restaurants (the second of which replaces the approved pub / restaurant) which will increase the overall attractiveness of the development. These uses will also divert some additional spend from existing town centres, and, whilst this may not be significant in isolation, will increase any impacts from the retail element.
- 4.9 The application forms confirm that the the proposed development is to comprise 8,844 sqm A1 / A3 Use Class floorspace (GIA), of which, for the purposes of the WYG retail impact assessment,

is assumed to equate to 6,727 sqm net of retail sales area. Various adjustments are made throughout the Applicant's assessment to account for the extant outline permission for the Site (their approach to which we comment on later in this report). The net retail sales area does not include the x2 proposed drive-thru units, which are expected to comprise 417 sqm GIA in total.

- 4.10 The Applicant describes the trading characteristics of the proposed occupiers of the scheme at various intervals throughout the PS. Having reviewed in detail, we have concerns, not least because certain descriptions are somewhat misleading, whilst others have the potential to be inaccurate (having regard to the trading characteristics of existing comparable stores).
- 4.11 For example, the Applicant states at Para 6.48 of the PS that food shopping at the B&M Home and Garden will be ancillary and *"relates purely to ambient, non-perishable packaged goods, confectionery and drinks"*.
- 4.12 We are wholly unconvinced that this will be the case following a site visit to a comparable Home and Garden Store in Walsall in the West Midlands – a store which clearly stocks a range of chilled, perishable and frozen items (such as fresh milk, bread, butter, cream, eggs, cheese and meat):



- 4.13 We are also aware that this is a concept being rolled out nationally by B&M, presumably assisted by its recent acquisition of Heron Foods (which primarily sells frozen food, but also has a wide range of dry and chilled stock)<sup>4</sup>.
- 4.14 In addition to the above, we note that the Applicant has placed a great deal of emphasis on its assertion that the two named operators (namely B&M and TJ Hughes) will stock upwards of 60% of goods that fall within the bulky goods category (thereby implying that they will operate in a similar manner to retailers that would have been permitted to occupy the proposed retail park by the extant outline permission).

<sup>4</sup> <http://www.thisismoney.co.uk/money/markets/article-5264023/Bargain-kings-B-M-set-sell-pizza-ice-cream.html>

#### 4.15 We have a number of observations in this regard:

- Firstly, bulky goods as defined by Condition 6 of the outline permission extended to the sale of furniture and floor coverings, major household appliances (whether electric or not), audio-visual equipment and bicycles only. There are a number of other goods which proposed to be sold from the park which are currently restricted by the extant permission and should be regarded as non-bulky. These includes, for example:
  - home decoration goods;
  - bathroom accessories;
  - all domestic household electrical goods;
  - fabrics;
  - bedding, linen and towels;
  - [small] pictures and mirrors.
- Secondly, the approved DIY unit (which was to comprise upwards of 4,000 sqm) did not restrict goods based on whether or not they were to be regarded as 'bulky', it instead only permitted the sale of DIY and decorators supplies, tools and equipment for house and garden, and plants and flowers for gardens. This suggests to us that the sale of goods outside of the DIY / garden centre category (including certain bulky goods) were regarded as having an adverse impact on Blaydon District Centre (therefore only one bulky goods unit comprising 1,230 sqm GFA was permitted).
- Lastly, there is no no explicit clarification within the PS as to what the Applicant regards to be 'bulky' with certain references in the PS suggesting to us that their interpretation of 'bulky' extends beyond that of the traditional definition. Indeed, even if one were to disregard Condition 6 as a definition of what is to be regarded as a bulky good and instead refer to the Planning Portal Glossary (which indicates that bulky goods are to be regarded as "goods of a large physical nature (for example DIY, furniture, carpets) that sometimes require large areas for storage or display"), it is questionable as to whether all of the goods list at Para 6.55 of the PS could be regarded as 'bulky'. Indeed, whilst the Applicant acknowledges that it excludes furnishing fabrics, bedding, linen and towels – there are other goods that should also be excluded from the definition of bulky goods such as, for example, home decoration goods and small household electrical goods.

4.16 We note that the Applicant has adopted a granular approach to testing bulky and non-bulky goods trade draw in its assessment by applying a 50 / 50 split between the two categories (which it considers to be robust taking into account its assumption that the split will be in fact 60 (bulky) / 40 (non-bulky)). The turnover for both categories is however the same as the available data set (namely Mintel's 2017 Retail Rankings) does not differentiate – a bespoke turnover is however applied to the proposed garden centre.

4.17 Whilst this approach is to be welcomed, it remains the case that the Applicant appears to consider that the proposed occupiers provide a differentiated offer to stores in Blaydon District Centre which has ultimately influenced its trade draw assumptions. The fact of the matter is that a large number of the goods listed at Para 6.55 of the PS (whether bulky or not) are sold elsewhere in Blaydon District Centre and this must be acknowledged to a greater degree in the Applicant's assessment of impact. We return to this point later on.

- 4.18 A more detailed and evidenced breakdown of goods proposed to be sold is required before the Applicant's PS can be relied upon.
- 4.19 The table below presents our own assessment of the proposed development and the national multiple stores currently in the District Centre that it will compete against on a like for like basis. This has regard to the types of goods that are sold from existing stores (both food and non-food) and is informed by site visits to comparable B&M and TJ Hughes stores. It will also draw some trade from a number of the smaller independents in the centre.

Anchor Retailers (Blaydon District Centre)	Proposed Occupiers - Chainbridge Retail Park Like for Like Impact?				
	Aldi	B&M Home Store	TJ Hughes	Non-Food Retail Unit(s)	Drive Thru Units
Morrisons	Y	Y	Y		
Home Bargains	Y	Y	Y	Y	
Poundworld	Y	Y	Y	Y	
Boyes	Y	Y	Y	Y	
Superdrug	Y	Y	Y		
Iceland	Y	Y			
B&M	Y	Y	Y	Y	
Boots	Y	Y	Y		
Card Factory		Y			
Greggs					Y
Cooplands					Y
Shoe Zone		Y	Y		
Lloyds Bank					
Specsavers					
Costa					Y
Domino's					Y
Subway					Y
McDonalds					Y

**Table 1:** Williams Gallagher High Level Assessment of Like for Like Impact (*Orange / Y Denotes Like for Like Impact*)

- 4.20 This assessment is the starting point for our own retail impact analysis which is set out below.

**Review of WYG Quantitative Impact Assessment**

- 4.21 We have identified a number of issues with the quantitative retail assessment undertaken by WYG at Section 6 of its PS (and indeed with how it is presented) that lead us to conclude that it underplays the likely impact of the proposed development on Blaydon District Centre.
- 4.22 We examine these issues in greater detail below. The implications in terms of the quantitative retail assessment are then set out (which is best illustrated through undertaking our own retail impact assessment).
- 4.23 To begin however, we have the following overarching comments:
- We have reviewed the Applicant's approach to forecasting population and expenditure growth for the catchment area and are broadly content that it is robust. The catchment area is also considered to be satisfactory, insofar as it recognises that the impacts of the proposed development will be contained to the local area (we comment on the Applicant's assessment of trade draw from stores and facilities in this area below).
  - Para 6.29 of the PS explains that the design year for the retail impact assessment is 2020, which recognises that planning permission has already been granted for retail development of the application site, and that subject to a favourable decision in respect of the proposed amendments to the occupancy conditions, construction work on the site would be able to take place. 2020 is therefore considered by the Applicant to represent the first full and settled year of trading. Whilst we regard this time frame as somewhat optimistic, we accept that the impact of the proposed development is unlikely to vary significantly should the design year be moved to 2021 (a more realistic timescale in our view). We have therefore employed the Applicant's design year in our own assessment for consistency and to allow for ease of comparison.
  - We note that the Applicant has applied an annual sales density growth rate to existing and proposed floorspace of 1% per annum as opposed to adopting forecast sales densities set out in Experian's latest Retail Planner Briefing Note 15 (December 2017). This will have implications for the overall impact assessment; however, given the multitude of issues already identified with the Applicant's assessment, the effect of such an approach is not interrogated any further at this stage.

Household Survey

- 4.24 The household survey is a critical part of any retail impact assessment as it is the interpretation of the household survey responses that provides the inputs to assessing the current performance of retail stores and centres and informs the trade draw assumptions for the proposed development. As a result, the impact assessment can only be considered sound if the household survey is sound. In this case, the retail impact assessment undertaken by WYG relies on two separate household surveys.
- 4.25 The convenience goods assessment relies on a household survey that was commissioned by the Applicant for the 2016 outline planning application submission – we are broadly content with this being re-used, albeit it should be noted that the Cooperative Foodstore no longer trades from Blaydon (it ceased trading in 2015). The Applicant has failed to account for the effects of this closure on trade patterns within its assessment (in fact it still seems to think it is trading – see Para 6.53 of the PS – despite it asserting that it has visited the Centre to undertake health checks).

- 4.26 The comparison goods assessment relies upon the household survey results which support the Newcastle and Gateshead Comparison Goods Retail Study (NGCGS) (published in October 2012). This Study is now of some considerable age with the household survey that supports it being conducted in June 2012 – over 6 years ago. The Applicant notes that there has been little retail development activity in Blaydon and the surrounding area since the granting of planning permission in December 2016, and so the Study has been used again (although the key variables used in the exercise have been updated to reflect what is a more subdued consumer market).
- 4.27 Whilst there has been a limited amount of additional retail floorspace delivered during this time, there have been a number of improvements made to existing stores and facilities which will have had a fundamental impact on how and where people shop. This includes various alterations to the tenant line up at the numerous out of centre retail parks and indeed at the Metrocentre.
- 4.28 We would therefore question the validity of the results of this survey and their use by the Applicant as a basis for establishing trade draw patterns / turnover of existing stores and facilities in the catchment area.
- 4.29 In addition, we note that the Applicant has utilised the Study to ascertain market shares for both bulky and non-bulky goods (Para 6.57, PS). It should be noted that in estimating market shares and the existing turnover of retail stores and locations, the questions asked in a survey need to align with the purpose of the study they support and be sufficiently fine grain to ensure that the responses given are representative of the category of goods for which the expenditure will be assigned.
- 4.30 In this case, it is considered that the categories employed by the survey company in support of the NGCGS (and as referred to in the PS (Para 6.57) are insufficiently targeted to enable them to be attributed to either a bulky or non-bulky goods category.
- 4.31 For example, the 2012 survey includes a category which includes jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods. This range of goods is likely to comprise a range of both bulky and non-bulky goods. It is also unclear from the categories employed by the survey company as to where people shop for small products for the home (e.g. non-bulky ‘finishing touches’, wedding paraphernalia, stationary, decorative items etc) - a large proportion of which will be sold from B&M and to a lesser degree TJ Hughes and are already sold in Blaydon District Centre.
- 4.32 It is therefore considered that the Applicant has relied upon a household survey that is not fit for purpose and insufficiently targeted to establish a robust assessment of market shares for the sale of bulky and non-bulky goods.
- 4.33 Our view is that a revised comparison goods household survey needs to be conducted by the Applicant in order to establish a more up to date picture of the baseline trading performance of centres and facilities within the catchment area. The survey would have a stronger focus on the catchment area of the proposal (recognising that the impact of the proposal is likely to be confined to nearby stores and facilities) and also be better geared towards achieving a more detailed understanding of bulky and non-bulky trading patterns (which forms a key part of the Applicant’s assessment).
- 4.34 Updates are also required in respect of the convenience goods survey to account for the closure of the Cooperative in 2015.

### Turnover of the Proposed Development

4.35 The Applicant's assumptions in regard to the turnover of the development are set out at Paras 6.38 – 6.42.

4.36 To summarise:

- B&M – this unit is to comprise 2,160 sqm gross along with a garden centre of 700 sqm:
  - the enclosed part of the store will have a net sales area of 1,728 sqm, comprising 346 sqm (20%) food and 1,382 sqm (80%) non-food with a 2020 sales density of £3,708 per sqm (based on Mintel Retail Rankings 2017) - the turnover of the proposed store would therefore be £7,842,570, comprising £5,124,460 non-food and £1,282,970 food;
  - the garden centre will have a turnover of £1,435,140 based on a 2020 sales density of £2,278 per sqm – the net sales area of this space is not defined by the Applicant but we have been able to approximate based on the information provided.
- TJ Hughes – this unit will comprise 2,630 sqm gross and will have a net sales area of 2,120 sqm – no food items are expected to be sold from the store (albeit we note that other TJ Hughes stores in the UK do sell a small amount of food / convenience goods / confectionary items). Mintel's 2017 UK Retail Rankings publication identifies an average sales density for TJ Hughes of £786 per sqm (excl. VAT) at 2016, or £943 per sqm including VAT. Applying an annual sales density growth rate of 1% reveals a 2020 sales density of £981 per sqm. The turnover of the proposed store would therefore be £2,079,720.
- The residual floorspace (bulky goods), taking into account the proposed uses identified above, would be 1,170 sqm gross. Assuming an 85/15% split for sales/back of house, the unit would provide 995 sqm net sales area. Applying the 'bulky goods' sales density used in the 2016 planning application submission (£3,412 per sqm adjusted to reflect a 2020 design year - £3,446 per sqm) identifies a turnover of £3,428,770.
- The total turnover of the proposed development (taking account of occupancy changes) would therefore be £13,351,060, comprising £12,068,090 comparison goods sales and £1,282,970 convenience goods sales, excluding Aldi.

4.37 The table below sets out a summary of our interpretation of the Applicant's assessment of the turnover of the proposed development (no such table is provided by the Applicant), alongside the turnover of the proposed Aldi store which is required in order to assess the cumulative impact of the proposal (2019 figure). Our detailed interpretation of the Applicant's turnover of the proposed development is provided at **Appendix 3** (Williams Gallagher Retail Impact Assessment Part 1).

Unit	Gross Floorspace (GIA - sqm)	Net Sales (sqm)	Turnover (£ per sqm)	Total Turnover 2020 (£)	Total Turnover 2020 (£) (excluding Aldi)
B&M	2,160	1,728	£3,708 (comp & con)	£6,407,424	<b>£13,351,054</b>
B&M Garden Centre	700	630	£2,278 (comp)	£1,435,140	

Unit	Gross Floorspace (GIA - sqm)	Net Sales (sqm)	Turnover (£ per sqm)	Total Turnover 2020 (£)	Total Turnover 2020 (£) (excluding Aldi)
TJ Hughes	2,630	2,120	£981 (comp)	£2,079,720	
Bulky Goods Unit	1,170	995	£3,446 (comp)	£3,428,770	
Aldi	1,767	1,254	£8,849 (comp) £9,808 (con)	£12,058,523	
<b>Total</b>	<b>8,427</b>	<b>6,727</b>	-	<b>£25,409,577</b>	

**Table 2:** Williams Gallagher Interpretation of WYG Turnover of Proposed Development**Notes:** Aldi store is based on 2019 turnover (as per the Applicant's 2016 assessment)

Con = Convenience

Comp = Comparison

4.38 This compares with the turnover of the approved development as follows (based on WYG assumptions) (again, our detailed interpretation of the Applicant's turnover of the proposed development is provided at **Appendix 3**):

Unit	Gross Floorspace (GIA - sqm)	Net Sales (sqm)	Turnover (£ per sqm)	Total Turnover 2020 (£)	Total Turnover 2020 (£) (excluding Aldi)
DIY Store	4,755	3,232	£1,894 (comp)	£6,121,408.00	<b>£9,686,948.00</b>
Bulky Goods Unit	1,230	1,045	£3,412 (comp)	£3,565,540.00	
Aldi	1,936	1,254	£8,849 (comp) £9,808 (con)	£12,058,523.00	
<b>Total</b>	<b>7,921</b>	<b>5,531</b>	-	<b>£21,745,471.00</b>	

**Table 3:** Williams Gallagher Interpretation of WYG Turnover of Approved Development**Notes:** Aldi store is based on 2019 turnover (as per the Applicant's 2016 assessment)

Con = Convenience

Comp = Comparison

4.39 Our observations in regard to the abovementioned assumptions can be summarised as follows:

- Whilst it is acknowledged that the sales densities for both TJ Hughes and B&M have been obtained from a reliable data source (namely Mintel's 2017 Retail Rankings), we are concerned that neither turnover represents a 'worse case' scenario. There is no evidence put forward by the Applicant to suggest that either retailer is fully signed up and / or committed to the scheme and as such there is simply no guarantee that either retailer will take occupation. Moreover, we have no clear steer as to the conditions that the Applicant would be willing to accept in terms of the types of goods sold from the individual units. In these circumstances, an assessment of proposed turnover should be occupier blind and based on the details provided. Our concern is that there are all manner of comparable retailers that could take occupation of the proposed space based on the types of goods that could be sold. This includes, for example, Home Bargains (B&M's biggest competitor and an existing occupier of Blaydon District Centre) which turns over at over £6,000 per sqm (Mintel Retail Rankings, 2017).
- Both TJ Hughes and B&M have low sales densities when compared to their nearest



competitors. In this regard, it should be noted that we fully expect the sales densities of both named retailers to increase over the next 2-3 years. TJ Hughes, for example, whilst fairly tentative in its expansion following the acquisition of the brand by Lewis's Home Retail Ltd (following the brand falling into administration in 2011), has plans for further store openings in the future which will undoubtedly improve sales efficiencies. There are only 20 stores in the UK at present, however, the company plans to open further stores across the UK and has recently signed a deal to re-occupy a 170,000 sqft distribution centre in Liverpool<sup>5</sup>.

Similarly, B&M has recently posted a 25 per cent growth in pre-tax profit for the year (May 2018). In its summing up of the results, the Financial Times states that:

*"The chain opened 47 new sites over the year (although closed eight) and said it planned to open at least a further 45 this year. The acquisition of convenience chain Heron Foods also boosted revenue over the period, it said. "The B&M model is highly relevant for the current difficult economic environment, with its strong position in the value and convenience areas of retailing where physical stores are winning. The business is well placed for continued profitable, long-term growth. In a retail sector beset by structural challenges B&M's unique, disruptive model stands out as a success story," said Chief Executive Simon Arora"*<sup>6</sup>.

- 4.40 Our view is that the sales densities for both units should be increased by some margin to ensure that the full potential impacts of the proposal on Blaydon District Centre are properly tested. In other words, the assumed growth in turnover between 2017 and 2020 needs to be uplifted from the current 1% per annum, to allow for the considerably greater growth in turnover likely to be achieved by these two particular retailers in the immediate future. For example B&M has improved its sales density by more than 3% per annum in the most recent period shown in the 2017 Mintel Retail Rankings (2013/14 to 2015/16).
- 4.41 It is also necessary to consider the possibility of alternative retailers taking occupation of the Park in the event that B&M and / or TJ Hughes were to pull out of the scheme.
- 4.42 We seek to address this issue through our own retail impact assessment (set out and summarised below).

#### Trade Draw of the Proposed Development and Impact Assessment

- 4.43 The Applicant's overarching trade draw analysis and impact assessments are presented at Para 6.51 (convenience goods) and Para 6.61 and Appendix 13 (comparison goods) of the PS.
- 4.44 Referring to the convenience goods assessment, we note as follows:
- that the Applicant does not envisage any trade being drawn from Iceland – we find this to be highly unlikely, especially because there is evidence to suggest that B&M Home is branching out into the sale of chilled and frozen food (see commentary above);
  - that the assessment assumes that both the Aldi store and B&M store will draw trade from the Cooperative Foodstore in Blaydon (a store which in their assessment, contributes to

<sup>5</sup> <https://lbdaily.co.uk/resurgent-mersey-retailer-tj-hughes-returns-previous-distribution-centre/>

<sup>6</sup> <https://www.ft.com/content/26757934-63d2-11e8-90c2-9563a0613e56>

the overall turnover of the Centre, against which the impact of trade draw is assessed) – this is clearly incorrect as the Cooperative store closed in 2015.

4.45 Our observations in regard to the Applicant's assumptions in regard to the proposal's comparison goods trade draw are as follows:

- The Applicant has assumed that over 8.0% of the total trade drawn will be from 'Other' locations (presumably outwith the catchment area) – this compares to only 0.66% from Blaydon District Centre. Clarification is required as to why this might be the case as at present, the Applicant fails to offer any explanation as to what this 'Other' floorspace might be. It is acknowledged that the NGCGS 2012 indicates that a significant amount of expenditure flows from the Blaydon catchment towards these 'Other' locations – without clarification as to what these 'Other' locations might be however, there can be no justification for this amount of trade draw. The schemes that are most likely to compete with the proposed development are already accounted for. This 'unknown' also serves to highlight the need for a more up to date and targeted household survey in respect of comparison goods shopping patterns.
- In addition, it must be borne in mind that the application proposal, whilst of a scale that will disrupt local shopping patterns (i.e. the displacement of trade from Blaydon District Centre), is not of a sufficient scale / nor does it provide a sufficiently differentiated / wide enough offer to divert trade away from much larger centres such as Newcastle City Centre, the Metrocentre and the numerous retail parks in Newcastle and Gateshead. People travel to these locations to benefit from the critical mass of retail in these locations, not simply to travel to B&M or TJ Hughes (in the case of Newcastle City Centre).
- It is simply inconceivable that over 63% of the total proposed turnover of the park will be diverted from these higher order centres (namely Newcastle City Centre, The Metrocentre, Gateshead Town Centre, Kingston Retail Park, Other Retail Warehouses in Newcastle, Metro Retail Park and Other Retail Warehouses) and only 0.66% of trade be diverted from stores and facilities in Blaydon (a figure which purports to account for the trade drawn from, inter alia, Home Bargains, Boyes, Poundworld, Superdrug, Boots and Morrisons).
- With the possible exception of the TJ Hughes unit (with no assurances that this occupier is actually signed up or evidence presented to suggest that there is conditional agreement in place), the proposed development simply replicates Blaydon District Centre's existing offer – it will not divert a significant amount of trade away from larger / higher order stores and facilities.

#### Presentation of Impact Assessment and Assessment of Cumulative Impact

4.46 The Applicant's final impact assessments are presented in the PS and at Appendix 13 (comparison goods only). They are presented in an acceptable format, save for one crucial detail – they present the impacts on Blaydon District Centre and the existing B&M *separately*, when the latter is clearly an integral part of the District Centre.

4.47 Moreover, the Applicant fails to account for the comparison goods floorspace that will be provided within the proposed Aldi store (which is to be regarded as a commitment and should therefore form part of the Applicant's assessment of cumulative impact).

4.48 Presenting the impacts on Blaydon District Centre and the existing B&M separately has the effect of masking the full quantitative impact of the proposal. Our view is that it is necessary to combine

the two to ascertain the true impact of the trade draw of the proposal (our detailed assessment of the combined impact of the proposal (based on WYG assumptions) provided at **Appendix 3** (Williams Gallagher Retail Impact Assessment Part 1):

Store / Facility	Total Comparison Goods Turnover	Total Trade Capture	Impact (%)
Blaydon District Centre	4,322,681	79,617	1.84%
Existing B&M Store, Blaydon District Centre	2,158,060	2,158,060	100.00%
<b>Total</b>	<b>6,480,741</b>	<b>2,237,677</b>	<b>34.53%</b>

**Table 4:** Combined Comparison Goods Impact on Blaydon District Centre (based on WYG assumptions)

Store / Facility	Convenience Goods Turnover (£)	Total Trade Capture (£)	Impact (%)
Co-op, Blaydon District Centre	2,357,879	68,229	2.89%
Iceland, Blaydon District Centre	1,752,707	36,611	2.09%
Morrisons, Blaydon District Centre	30,942,882	1,460,430	4.72%
Other Stores, Blaydon District Centre	1,858,832	30,757	1.65%
Existing B&M Store, Blaydon District Centre	541,370	541,370	100.00%
<i>Proposed Aldi Food Store, Chainbridge</i>	<i>9,837,420</i>	<i>290,820</i>	<i>2.96%</i>
Total	37,453,670	2,137,397	5.71%
<b>Total (incorporating B&amp;M within total turnover of Blaydon)</b>	<b>36,912,300</b>	<b>2,137,397</b>	<b>5.79%</b>

**Table 5:** Combined Convenience Goods Impact on Blaydon District Centre (based on WYG assumptions)

4.49 As be seen from above, the true quantitative impact on Blaydon District Centre (based on the Applicant's assumptions) is in fact as follows:

- Convenience: **5.79%**
- Comparison: **34.53%**
- All Sales: **10.08%**

4.50 It should be noted that the convenience goods impact figure highlighted in bold above (Table 5) accounts for an error within WYG's analysis (in separating the B&M from the remainder of the Centre, it has failed to deduct this from the total turnover of the District Centre, thereby inflating the total turnover of the Centre).

4.51 We also note that the Applicant is likely to suggest that the combined comparison goods impact does not reflect the fact that the B&M unit could be re-occupied with an alternative occupier (thereby replacing some / all of the trade lost as a result of its relocation).

4.52 In response to this, we would refer back to our commentary on occupier demand (Chapter 1.0) and the recent difficulties our client has had in attracting new retailers to occupy the increasing number of vacant units in the Centre. It is therefore our opinion that such a re-letting is unlikely to be achieved in the short - medium term. Alternatively, should the Applicant consider there to be demand for this floorspace, then surely it would be far more appropriate for the proposed development to accommodate this demand instead of displacing an existing retailer.

Applicant Assessment Comparison Goods Impact (Excluding Consumer Expenditure Growth)

- 4.53 In addition to the assessment of comparison goods impact, the Applicant also sets out an assessment of impact against the turnover of selected shopping centres and facilities at 2017 which excludes expenditure growth, thus showing what it regards to be impact in real terms (Para 6.70):

Town / Facility	Turnover Growth 2017-2020 (£)	Application Proposal Trade Capture (£)	Impact (Excluding Expenditure Growth) £%	
Blaydon District Centre	£344,550	£79,620	+£264,930	+4.3
Gateshead Town Centre	£3,556,110	£260,930	+£3,295,180	+5.2
Team Valley Retail Park	£13,447,810	£2,426,670	+£11,021,140	+4.5
Metro Retail Park	£4,423,500	£1,802,280	+£2,621,220	+3.4
Prudhoe	£206,190	£0.00	+£206,190	+5.6
Whickham	£307,710	£40,775	+£266,935	+4.9
Other Retail Warehousing Gateshead	£1,011,490	£722,050	+£289,440	+1.7
Other	-	£4,577,705	-	-
<b>Total</b>	-	<b>£9,910,030</b>	-	

**Table 6:** Applicant Summary Table: Comparison Goods Impact (Excluding Consumer Expenditure Growth)

**Source:** WYG Planning Statement (Para 6.70)

- 4.54 In regard to the above table, the Applicant concludes that all centres and facilities will experience consumer expenditure growth over the 2017 to 2020 period that exceeds the trade loss that would occur following development and trading of the application proposal in 2020. It concludes therefore that the proposed development would not result in a “significant” adverse impact on Blaydon district centre or any nearby shopping centre or facility.
- 4.55 This part of the Applicant’s assessment should be treated with a significant degree of caution as it implies that the growth in turnover of the selected stores and facilities (including Blaydon Town Centre) can be used to offset the expected impact of the proposed development. Such an approach is highly misleading as it assumes that existing retailers and occupiers will remain in situ which, as set out above and below, may not be the case due to a decline in footfall and spending (as a result of the proposed development) or through general store closures as retailers seek to rationalise their national portfolio.
- 4.56 It also assumes that the retailers can afford to lose the anticipated growth in turnover, despite the certainty that their overheads and expenses including wages and business rates, will still increase during this period.
- 4.57 In any event, even if this approach were to be accepted, our own assessment of the trade draw impacts of the proposal (see below) suggests that the proposal would in fact cancel out and bring about a negative growth in turnover across the study period (i.e. we demonstrate that the application proposal’s comparison trade draw capture from Blaydon (excluding B&M) will be far

higher at £2.4m – see assessment below).

### Conclusions on the WYG Quantitative Impact Assessment

- 4.58 The above analysis has identified a number of fundamental flaws with the assumptions employed by the Applicant in undertaking its retail impact assessment of the proposed development. As a result, we consider that the quantitative impact figures presented in the PS cannot be relied upon, as they significantly understate the trade draw from Blaydon Town Centre.
- 4.59 Moreover, the Applicant has failed to present an impact figure for the whole of the District Centre which for comparison goods, and based on WYG's assumptions, would equate to a concerning **34.53%** and **10.08%** on all retail sales.

### Williams Gallagher Alternative Quantitative Impact Assessment

- 4.60 The retail assessment provided by WYG represents one possible trading scenario for the proposed development, but in our view cannot be regarded to be 'worst case'. Not only does it seek to suggest that turnover levels of the proposed development will be lower than could be the case, but the trade draw assumptions are simply unrealistic.
- 4.61 Given the identified flaws with the retail assessment provided by WYG, we have provided our own estimate of trade draw and impacts.

### Williams Gallagher Comparison Goods Assessment

For comparison goods we have:

- reviewed the turnover of the proposed development taking an occupier-blind approach because what is being sought is open A1 Use Class (and therefore recognising that the Applicant has provided no evidence to confirm that either retailer is fully committed to the scheme) – to summarise:
  - we have adjusted the turnover of the B&M store to £6,000 per sqm – this largely reflects the sales density of B&M'S closest competitor, Home Bargains (see Mintel Retail Rankings 2017); and
  - we have also increased the sales density of the TJ Hughes store to align with the sales density of the proposed bulky goods unit(s)– this sales density is also comparable to that of the TK Maxx's Home Sense brand – a store which tends to sell a similar range of goods) (again, see Mintel 's 2017 Retail Rankings)<sup>7</sup>.
- provided our own estimates of trade draw based on realistic assumptions that are cognisant of the nature and scale of scheme proposed, to include:
  - changes to the trade drawn from the higher order centres (namely Newcastle City Centre, The Metrocentre, Gateshead Town Centre, Kingston Retail Park, Other Retail Warehouses in Newcastle, Metro Retail Park and Other Retail Warehouses) to better reflect current performance and proximity to the application site, also distinguishing between the trade draw for bulky and non-bulky goods;

---

<sup>7</sup> <https://www.homesense.com/home>

- a reduction in the turnover drawn from ‘Other’ locations; and
- an increase in the amount of the trade drawn from Blaydon District Centre (in recognition of the fact that the proposed development as proposed will not only result in the relocation of an existing retailer, it will also compete directly with other existing tenants (e.g. Home Bargains, Boyes, Poundworld, Superdrug, Boots and Morrisons);
- accounting for the comparison goods turnover of Aldi (to establish total cumulative comparison goods impact on Blaydon District Centre)<sup>8</sup>; and
- provided an updated assessment of impact (including impact on individual stores and Blaydon District Centre as a whole).

4.62 The resulting assessment is provided in full at **Appendix 4** (Williams Gallagher Retail Impact Assessment Part 2) with a summary of our workings below. It should be noted that the final impact tables, like the WYG tables, do not account for the comparison goods retail floorspace to be provided within the Aldi store (to allow for ease of comparison). Doing so would increase the cumulative comparison goods impact of the proposal further.

4.63 In summary, and in respect of comparison goods, our revised assessment results in the following:

- a **56.36%** impact on stores and facilities in Blaydon District Centre (excluding B&M & Aldi’s comparison goods turnover);
- a **70.89%** impact on stores and facilities in Blaydon District Centre (including B&M & excluding Aldi’s comparison goods turnover);
- a **62.75%** impact on stores and facilities in Blaydon District Centre (excluding B&M & including Aldi’s comparison goods turnover); and
- a **75.17%** impact on stores and facilities in Blaydon District Centre (including B&M & Aldi’s comparison goods turnover);

4.64 Whilst it is noted that these figures far exceed those contained in the WYG assessment, they are considered to be entirely reasonable when the following is taken into account:

- the size of the scheme relative to the size of the shopping centre (8,874 sqm gross compared with 18,200 sqm gross i.e. nearly 50% of the current floorspace);
- the comparison goods turnover (excluding Aldi) could be as much as £20.5m in 2020 (rising to (£22.7m including Aldi) – this far exceeds the turnover of Blaydon District Centre in 2020 (£4.3m);
- the revised proposal will compete on a like for like basis with existing stores and facilities in Blaydon (this is unlike the approved scheme which was to be regarded as complementary (owing to the types of goods to be sold));

---

<sup>8</sup> NB we have assumed a 50/50 split between bulky and non-bulky comparison goods in Aldi.

- the expansion of the retail footprint of Blaydon, as a consequence of this application will simply result in the displacement of retail from the existing Centre (including B&M which has been trading from Blaydon Shopping Centre for a number of years), leaving behind substantial voids which will be very difficult to fill owing to limited demand for retail space nationally and the new park being targeted at precisely the types of occupiers (value and convenience) that would take space in Blaydon Shopping Centre (where edge / out of centre opportunities at cheaper rents with free parking etc are curtailed);
- the proposed scheme will operate in isolation of Blaydon Shopping Centre as a result of the availability of free parking at the proposal site and the fact that the site is physically separated from the District Centre by a busy road.

4.65 In addition to the above and as highlighted previously, we fully expect the Applicant to suggest that the combined impact of the proposal does not reflect the fact that the B&M unit could be re-occupied with an alternative occupier (thereby replacing the trade lost as a result of its relocation).

4.66 In response to this, we would refer back to our commentary on occupier demand (Chapter 1.0). Alternatively, should the Applicant consider there to be demand for such floorspace, then it would be far more appropriate for the proposed development to accommodate this demand instead of displacing an existing retailer?

#### Williams Gallagher Convenience Goods Assessment

4.67 For convenience goods we have:

- adopted the same trade draw assumptions as the Applicant in regard to the proposed Aldi store (acknowledging that planning permission for this store has already been granted) – the only adjustment we have made has been to reflect the fact that the Cooperative Foodstore has now closed (in doing so we have assumed that expenditure in this store has diverted to Morrisons; similarly the trade drawn from the Cooperative in the Applicant's assessment is instead drawn from Morrisons);
- provided our own estimate of convenience trade draw in respect of the remainder of the proposed development (to include trade draw from Iceland which takes account of the fact that B&M Home stores now sell frozen and chilled items);
- provided an updated assessment of convenience goods impact on Blaydon District Centre, presented as follows:
  - combined impact based on the turnover of Blaydon District Centre as presented by the Applicant (NB this is presented for completeness, however it should be reiterated that this impact figure will be incorrect as in separating the B&M from the remainder of the Centre, the Applicant has failed to deduct this from the total turnover of the District Centre, thereby inflating the total turnover of the Centre);
  - combined impact based on the convenience goods turnover of Blaydon District Centre which accounts for the abovementioned error; and
  - combined impact on convenience goods outlets in Blaydon (excluding Morrisons).

4.68 The resulting assessment is provided in full **at Appendix 4** (Williams Gallagher Retail Impact Assessment Part 2) with a summary of our workings below. Our conclusions are as follows:

- a combined convenience goods impact of **7.58%** on stores and facilities in Blaydon District Centre (when B&M is included within the existing turnover of the Centre); and
- a combined **23.86%** impact on convenience goods outlets in Blaydon excluding Morrisons.



COMPARISON GOODS IMPACT (WILLIAMS GALLAGHER ASSESSMENT)

Turnover of Proposed Development (Williams Gallagher Assessment)

	Gross Price/line (GTA + 50%)	Net Sales (€m)	Concessions (€m)	Turnover per year (€)	Comparison (€m)			Turnover per year (€)	Turnover per year (€)			Total Competition Turnover 2020 (€)	Total Competition Turnover 2020 (€)	Total Competition Turnover 2020 (€)
					Bulky	Non-Bulky	Total		Concessions	Comparison				
										Bulky	Non-Bulky			
B&M	2,160	1,728	546	46,000	691	1,258	46,000	46,146,000	46,286,000	46,286,000	46,286,000	46,286,000	46,286,000	
Quinton Centre	783	630	0	-	650	-	42,278	41,452,140	41,452,140	41,452,140	41,452,140	41,452,140	41,452,140	
T3 Huggins	6,600	2,180	0	-	10,900	1,000	46,448	46,688,700	46,688,700	46,688,700	46,688,700	46,688,700	46,688,700	
Bulky Goods Unit	1,170	985	0	-	865	-	46,448	46,688,770	46,688,770	46,688,770	46,688,770	46,688,770	46,688,770	
Aid (2019 Press)	1,787	1,284	1,005	40,808	-	-	40,808	40,807,484	40,807,484	40,807,484	40,807,484	40,807,484	40,807,484	
<b>Total</b>	<b>8,507</b>	<b>6,787</b>	<b>1,340</b>	<b>-</b>	<b>3376</b>	<b>1,791</b>	<b>4,497</b>	<b>4,132,688,970</b>	<b>4,179,798,760</b>	<b>4,188,688,686</b>	<b>4,188,688,686</b>	<b>4,188,688,686</b>	<b>4,188,688,686</b>	

2020 Comparison Goods Impact (Williams Gallagher Assessment) (Excluding Aid)

Bulky Goods Turnover	Catchment Trade Captures	% Trade Draw	Inflow Trade Captures	Total Trade Captures (Bulky Goods)	Non-Bulky Goods Turnover	Outflow Trade Captures	% Trade Draw	Inflow Trade Captures	Total Trade Captures (€m 2020)	% Trade Draw	Total Trade Captures (€m 2020)	Total Competition Goods Turnover	Total % Trade Draw	Impact (%)
286,767,458	269,682	2.5%	0	269,682	1,021,274,685	321,447	5.0%	0	321,447	0.0%	321,447	12,139,860,885	60,089	0.5%
184,484,414	1,076,387	10.0%	0	1,076,387	703,004,600	666,896	10.0%	116,681	779,878	10.0%	779,878	779,878	9,976	0.8%
88,658,870	269,682	2.5%	0	269,682	58,711,238	185,764	2.5%	269,682	194,069	2.5%	194,069	66,972,604	464,091	2.87%
77,877,860	626,163	5.0%	189,940	769,104	674,605,085	331,447	5.0%	674,605,085	674,605,085	5.0%	674,605,085	15,341,465	1,118,048	6.46%
801,761,215	2,188,664	30.0%	474,860	8,697,504	354,102,174	666,896	10.0%	116,681	779,878	10.0%	779,878	88,131,689	3,497,360	16.68%
45,881,187	3,628,881	30.0%	694,780	26,637,711	351,650,897	666,896	10.0%	116,681	779,878	10.0%	779,878	88,131,689	3,497,360	16.68%
110,550,664	626,163	5.0%	94,970	683,134	3,548,823	138,879	5.0%	263,896	150,975	2.0%	150,975	18,878,707	763,109	3.86%
45,030,861	0	0.0%	0	0	901,68,023	0	0.0%	0	0	0.0%	0	13,587,974	0	0.0%
186,485,683	0	0.0%	0	0	76,813,410	0	0.0%	0	0	0.0%	0	23,030,038	0	0.0%
64,324,745	0	0.0%	0	0	833,760,019	0	0.0%	0	0	0.0%	0	36,004,704	0	0.0%
19,746,700	0	0.0%	0	0	799,261	0	0.0%	0	0	0.0%	0	20,541,381	0	0.0%
21,649,881	269,682	2.5%	37,268	307,970	5,626,883	0	0.0%	0	0	0.0%	0	26,701,264	367,970	1.59%
18,131,308	0	0.0%	0	0	71,810,791	0	0.0%	0	0	0.0%	0	69,648,076	0	0.0%
5,037,685	0	0.0%	0	0	8,609,241.3	0	0.0%	0	0	0.0%	0	13,000,866	0	0.0%
8,041,697	0	0.0%	0	0	1,890,145	0	0.0%	0	0	0.0%	0	3,891,863	0	0.0%
<b>Blaydon Retail Centre</b>	<b>1,016,000</b>	<b>10.0%</b>	<b>189,940</b>	<b>1,899,897</b>	<b>994,346</b>	<b>16,000</b>	<b>16.0%</b>	<b>179,478</b>	<b>1,169,914</b>	<b>16.0%</b>	<b>1,169,914</b>	<b>4,498,483</b>	<b>4,498,483</b>	<b>66.86%</b>
Blaydon	8,876,107	0.0%	0	0	11,838,881	185,764	2.0%	263,896	150,975	2.0%	150,975	21,269,786	154,839	0.98%
Consett	12,707,806	0.0%	37,268	263,263	51,777,217	185,764	2.0%	263,896	150,975	2.0%	150,975	44,684,263	44,684,263	2.19%
Whickham	778,232	0.0%	0	0	4,984,362	0	0.0%	0	0	0.0%	0	5,762,664	0	0.0%
Other	1,090,038,216	7.0%	144,131	907,687	1,890,242,795	856,335	8.3%	1,930,218	710,875	13.3%	710,875	3,030,977,012	1,618,130	7.31%
<b>Racing Lake &amp; Stone, Blaydon District Centre</b>	<b>566,877</b>	<b>5.1%</b>	<b>64,745</b>	<b>431,460</b>	<b>1,766,440</b>	<b>286,966</b>	<b>22.4%</b>	<b>286,966</b>	<b>1,467,474</b>	<b>22.4%</b>	<b>1,467,474</b>	<b>2,186,060</b>	<b>2,186,060</b>	<b>100.0%</b>
<b>Total (including Aid)</b>	<b>8,378,900,086</b>	<b>100.0%</b>	<b>1,899,401</b>	<b>18,668,970</b>	<b>4,897,114,894</b>	<b>6,688,946</b>	<b>100.0%</b>	<b>1,169,914</b>	<b>7,796,740</b>	<b>100.0%</b>	<b>7,796,740</b>	<b>6,910,114,680</b>	<b>80,483,480</b>	<b>100.0%</b>

2020 Comparison Goods Impact (Williams Gallagher Assessment) (Including Aid)

Bulky Goods Turnover	Catchment Trade Captures	% Trade Draw	Inflow Trade Captures	Total Trade Captures (Bulky Goods)	Non-Bulky Goods Turnover	Outflow Trade Captures	% Trade Draw	Inflow Trade Captures	Total Trade Captures (€m 2020)	% Trade Draw	Total Trade Captures (€m 2020)	Total Competition Goods Turnover	Total % Trade Draw	Impact (%)
286,767,458	269,682	2.5%	0	269,682	1,021,274,685	321,447	5.0%	0	321,447	0.0%	321,447	12,139,860,885	60,089	0.5%
184,484,414	1,076,387	10.0%	0	1,076,387	703,004,600	666,896	10.0%	116,681	779,878	10.0%	779,878	779,878	9,976	0.8%
88,658,870	269,682	2.5%	0	269,682	58,711,238	185,764	2.5%	269,682	194,069	2.5%	194,069	66,972,604	464,091	2.87%
77,877,860	626,163	5.0%	189,940	769,104	674,605,085	331,447	5.0%	674,605,085	674,605,085	5.0%	674,605,085	15,341,465	1,118,048	6.46%
801,761,215	2,188,664	30.0%	474,860	8,697,504	354,102,174	666,896	10.0%	116,681	779,878	10.0%	779,878	88,131,689	3,497,360	16.68%
45,881,187	3,628,881	30.0%	694,780	26,637,711	351,650,897	666,896	10.0%	116,681	779,878	10.0%	779,878	88,131,689	3,497,360	16.68%
110,550,664	626,163	5.0%	94,970	683,134	3,548,823	138,879	5.0%	263,896	150,975	2.0%	150,975	18,878,707	763,109	3.86%
45,030,861	0	0.0%	0	0	901,68,023	0	0.0%	0	0	0.0%	0	13,587,974	0	0.0%
186,485,683	0	0.0%	0	0	76,813,410	0	0.0%	0	0	0.0%	0	23,030,038	0	0.0%
64,324,745	0	0.0%	0	0	833,760,019	0	0.0%	0	0	0.0%	0	36,004,704	0	0.0%
19,746,700	0	0.0%	0	0	799,261	0	0.0%	0	0	0.0%	0	20,541,381	0	0.0%
21,649,881	269,682	2.5%	37,268	307,970	5,626,883	0	0.0%	0	0	0.0%	0	26,701,264	367,970	1.59%
18,131,308	0	0.0%	0	0	71,810,791	0	0.0%	0	0	0.0%	0	69,648,076	0	0.0%
5,037,685	0	0.0%	0	0	8,609,241.3	0	0.0%	0	0	0.0%	0	13,000,866	0	0.0%
8,041,697	0	0.0%	0	0	1,890,145	0	0.0%	0	0	0.0%	0	3,891,863	0	0.0%
<b>Blaydon Retail Centre</b>	<b>1,016,000</b>	<b>10.0%</b>	<b>189,940</b>	<b>1,899,897</b>	<b>994,346</b>	<b>16,000</b>	<b>16.0%</b>	<b>179,478</b>	<b>1,169,914</b>	<b>16.0%</b>	<b>1,169,914</b>	<b>4,498,483</b>	<b>4,498,483</b>	<b>66.86%</b>
Blaydon	8,876,107	0.0%	0	0	11,838,881	185,764	2.0%	263,896	150,975	2.0%	150,975	21,269,786	154,839	0.98%
Consett	12,707,806	0.0%	37,268	263,263	51,777,217	185,764	2.0%	263,896	150,975	2.0%	150,975	44,684,263	44,684,263	2.19%
Whickham	778,232	0.0%	0	0	4,984,362	0	0.0%	0	0	0.0%	0	5,762,664	0	0.0%
Other	1,090,038,216	7.0%	144,131	907,687	1,890,242,795	856,335	8.3%	1,930,218	710,875	13.3%	710,875	3,030,977,012	1,618,130	7.31%
<b>Racing Lake &amp; Stone, Blaydon District Centre</b>	<b>566,877</b>	<b>5.1%</b>	<b>64,745</b>	<b>431,460</b>	<b>1,766,440</b>	<b>286,966</b>	<b>22.4%</b>	<b>286,966</b>	<b>1,467,474</b>	<b>22.4%</b>	<b>1,467,474</b>	<b>2,186,060</b>	<b>2,186,060</b>	<b>100.0%</b>
<b>Total (including Aid)</b>	<b>8,378,900,086</b>	<b>100.0%</b>	<b>1,899,401</b>	<b>18,668,970</b>	<b>4,897,114,894</b>	<b>6,688,946</b>	<b>100.0%</b>	<b>1,169,914</b>	<b>7,796,740</b>	<b>100.0%</b>	<b>7,796,740</b>	<b>6,910,114,680</b>	<b>80,483,480</b>	<b>100.0%</b>

Combined Impact on Blaydon Town Centre (Williams Gallagher Assessment)

Bulky Goods Turnover	Catchment Trade Captures	Inflow Trade Captures	Total Trade Captures (Bulky Goods)	Non-Bulky Goods Turnover	Outflow Trade Captures	Total Trade Captures (€m 2020)	% Trade Draw	Total Trade Captures (€m 2020)	Total Competition Goods Turnover	Total % Trade Draw	Impact (%)
1,016,000	1,076,387	163,910	1,456,897	994,346	116,681	1,653,414	4.36%	1,653,414	4,368,681	26.36%	96.56%
Blaydon District Centre (Including Racing Lake & Stone)	1,016,000	1,076,387	1,456,897	994,346	116,681	1,653,414	4.36%	1,653,414	4,368,681	26.36%	96.56%
Blaydon District Centre	1,016,000	1,076,387	1,456,897	994,346	116,681	1,653,414	4.36%	1,653,414	4,368,681	26.36%	96.56%
<b>Total Blaydon District Centre (Including Aid)</b>	<b>1,016,000</b>	<b>1,076,387</b>	<b>1,456,897</b>	<b>994,346</b>	<b>116,681</b>	<b>1,653,414</b>	<b>4.36%</b>	<b>1,653,414</b>	<b>4,368,681</b>	<b>26.36%</b>	<b>96.56%</b>

CONVENIENCE GOODS IMPACT (WILLIAMS GALLAGHER ASSESSMENT)

Turnover of Proposed Development (Williams Gallagher Assessment)

	Gross Floor Space (GIA - sqm)	Net Sales (sqm)	Convenience (sqm)	Turnover per sqm 2020 (£)	Comparison (sqm)		Turnover per sqm 2020 (£)	Turnover of Proposed Store (£)			Total Convenience Turnover 2020 (£) (Including A&B)	Total Convenience Turnover 2020 (£) (Excluding A&B)
					Bulky	Non-Bulky		Total	Convenience	Comparison		
										Bulky	Non-Bulky	
B&M	2,160	1,728	346	691	691	1,382	86.000	£2,079,000.00	£4,146,000	£4,146,000	£6,292,000	£6,292,000
Garden Centre	780	650	0	630	-	-	83.278	80.00	£1,438,140	-	£1,438,140	£1,438,140
TG Hughes	4,050	2,180	0	1,060	1,060	2,180	85.446	80.00	£5,682,760	£5,682,760	£7,300,180	£7,300,180
Bulky Goods Unit	1,170	998	0	998	-	998	85.446	80.00	£3,488,770	-	£3,488,770	£3,488,770
A&B (2019 Prices)	1,797	1,884	1,033	-	-	281	86.549	£9,837,484.00	-	-	£9,837,488	£9,837,488
<b>Total</b>	8,607	<b>6,727</b>	<b>1,849</b>	<b>3,976</b>	<b>1,781</b>	<b>4,497</b>	-	<b>£11,913,484</b>	<b>£12,688,670</b>	<b>£7,798,760</b>	<b>£28,688,839</b>	<b>£28,688,839</b>

2020 Convenience Goods Impact (Williams Gallagher Assessment)

Store / Facility	Turnover (£)	Discount Foodstore Trade Capture (£)	% Trade Draw	B&M Home Store Trade Capture (£)	% Trade Draw	Total Trade Capture (£)	% Trade Draw	Impact (%)
Co-op, Blaydon District Centre	-	-	-	-	-	-	-	-
Island, Blaydon District Centre	1,782,707	96,611	0.97%	807,600	10.00%	844,811	8.09%	13.98%
Morrisons, Blaydon District Centre	59,500,761	1,419,019	14.48%	919,000	28.00%	1,958,018	16.87%	8.88%
Other Stores, Blaydon District Centre	1,888,882	24,872	0.88%	81,900	2.86%	76,172	0.64%	4.10%
Existing B&M Store, Blaydon District Centre	841,370	0	0.00%	841,970	86.08%	841,970	4.84%	100.00%
Proposed A&B Food Store, Chatteridge	-	0	0.00%	415,800	8.49%	415,800	4.28%	-
Lidl, Sharnhall Local Centre	7,631,981	839,213	8.83%	0	0.00%	839,213	7.04%	11.04%
Aldi, Metro Retail Park / Centre	28,580,104	2,793,269	27.71%	0	0.00%	2,793,269	42.88%	10.70%
Asha, Metro Retail Park / Centre	98,891,644	1,778,796	18.09%	0	0.00%	1,778,796	14.81%	3.00%
M&A, Metro Retail Park / Centre	10,180,986	44,016	0.87%	0	0.00%	44,016	0.39%	0.48%
Co-op, Ryton District Centre	2,072,480	13,691	0.14%	0	0.00%	13,691	0.11%	0.01%
Aldi, Garsga	17,818,976	400,388	4.07%	0	0.00%	400,388	3.36%	2.33%
Twinkl Metro, Bowlands Gull Loan Centre	6,981,941	282,980	2.87%	0	0.00%	282,980	2.13%	4.03%
Aldi, Gossett Town Centre	16,877,277	387,265	4.54%	0	0.00%	387,265	3.83%	2.38%
Co-op, Prichess District Centre	5,082,666	0	0.00%	0	0.00%	0	0.00%	0.00%
Other Stores, Prichess District Centre	488,764	0	0.00%	0	0.00%	0	0.00%	0.00%
Aldi, Westgate	28,084,455	704,881	7.17%	0	0.00%	704,881	5.88%	2.70%
Morrisons, Two Bull Linnam	17,980,466	90,000	0.61%	0	0.00%	90,000	0.46%	0.28%
Morrisons, Denton Park Centre	39,081,851	212,703	2.10%	0	0.00%	212,703	1.79%	0.84%
Bainbury's, Throckley	14,448,886	117,882	1.18%	0	0.00%	117,882	0.89%	0.81%
Twinkl, Kingston Park District Centre	50,817,246	106,882	1.06%	0	0.00%	106,882	0.89%	0.54%
Other B&M Stores	8,981,010	0	0.00%	807,600	10.00%	807,600	1.74%	2.85%
Other	281,886,106	714,040	7.20%	135,330	6.46%	847,370	7.11%	-
<b>TOTAL</b>	-	<b>9,837,484</b>	<b>100.00%</b>	<b>2,076,000</b>	<b>100.00%</b>	<b>11,913,484</b>	<b>100%</b>	<b>-</b>

Combined Impact on Blaydon District Centre (Williams Gallagher Assessment)

Store / Facility	Turnover (£) (1)	Discount Foodstore Trade Capture (£)	B&M Home Store Trade Capture (£)	Total Trade Capture (£)	Impact (%)
Co-op, Blaydon District Centre	-	-	-	-	-
Island, Blaydon District Centre	1,782,707	96,611	807,600	944,211	13.98%
Morrisons, Blaydon District Centre	59,500,761	1,419,019	919,000	1,958,018	8.88%
Other Stores, Blaydon District Centre	1,888,882	24,872	81,900	76,172	4.10%
Existing B&M Store, Blaydon District Centre	841,370	0	841,970	841,970	100.00%
<b>WFO Total</b>	<b>57,885,670</b>	<b>1,478,888</b>	<b>1,519,870</b>	<b>2,798,758</b>	<b>7.48%</b>
<b>Total (Including B&amp;M within Existing Turnover of Blaydon)</b>	<b>56,918,900</b>	<b>1,478,888</b>	<b>1,519,870</b>	<b>2,798,768</b>	<b>7.88%</b>
<b>Total Impact on Store (Including Morrisons)</b>	<b>5,611,859</b>	<b>60,883</b>	<b>860,870</b>	<b>981,793</b>	<b>25.88%</b>

## Qualitative and Other Town Centre Impact Considerations

### Consequences of Forecast Retail Impacts

- 4.69 In order to establish the full impact of a proposal, it is necessary to consider how its trade draw impacts will affect the overall health, vitality and future of town centres. This in turn must depend on an up-to-date understanding of the role and function of those centres, their current health and vulnerabilities. It is only in this context that it can be determined whether a particular quantitative impact, whether defined in monetary or percentage terms, will be significantly adverse, or indeed the weight that should be given to any adverse impacts.
- 4.70 In doing so, it is necessary to have regard to the following:
- Para 89 of the NPPF (2018) which includes a requirement to assess 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).
  - Planning Practice Guidance which states that *“a judgment as to whether the likely adverse impacts are significant can only be reached in light of local circumstances. For example in areas where there are high levels of vacancy and limited retailer demand, even very modest trade diversion from a new development may lead to a significant adverse impact”* (Paragraph: 017 Reference ID: 2b-017-20140306).
- 4.71 In this case, WYG’s PS lacks sufficient consideration of the qualitative impacts of the proposal which is necessary to determine the overall impact of a proposal on the vitality and viability of Blaydon District Centre.
- 4.72 Firstly, the Applicant’s health check of Blaydon District Centre appears to be missing from Appendix 2 of the PS (there are health checks for Gateshead, Winlaton and Swalwell, albeit these are very basic). There is therefore no indication whatsoever as to the Applicant’s baseline assessment of the health of Blaydon District Centre and therefore how vulnerable it is to trade diversion.
- 4.73 The only real assessment of the consequences of the trade draw of the proposal on the health of the Centre is provided at Para 6.80 of the PS. This states that:
- “Excluding the transfer of B&M from Blaydon district centre to the larger ‘edge of centre’ application site, impact on other facilities in Blaydon centre arising from the proposed new development would be just 1.8%. The impact of these comparison goods floorspace changes are not considered to be significant and would not in themselves, raise any concerns over the vitality and viability of Blaydon district centre. It is however recognised that the loss of B&M from Blaydon Shopping Centre will leave a ‘gap’ in the shopping centre in the short term, but at the moment the centre only exhibits 2 vacant units. The loss of B&M will increase the vacancy rate to 8.6% but this still falls well short of the GOAD national average”.*
- 4.74 In response to this, we refer back to our own assessment of the trade draw from Blaydon District Centre to the proposed development which shows the impact to be significantly higher than the Applicant in both monetary and percentage terms.
- 4.75 We also refer back to Section 1.0 of this report which sets out our own views on the health of the District Centre, alongside consideration of the wider challenges it faces. We would therefore question the source of the WYG vacancy figure as it is clearly not consistent with our own

information about vacancies in the Shopping Centre.

4.76 To summarise, this indicates that:

- whilst the most recent health check of the Centre (conducted by Gateshead Council in April 2015 as part of the Gateshead Centres: Health Check Report Update April 2015 (GHCR, 2015)) indicates that Blaydon is an efficient and improving district centre, it has been over three years have passed since the GHCR was published;
- at present, there are 3 vacancies at ground floor level of the Shopping Centre with a number of additional units being let on a temporary basis (meaning the tenant can vacate at any time);
- there are further 5 vacancies on the upper floors of the Shopping Centre;
- the Centre is currently experiencing its highest vacancy rate since it was extended and refurbished in 2014 - it is expected that there will be a further vacancy in due course owing to Poundworld going into administration in June 2018;
- the Centre faces significant challenges brought about by a contraction in occupier demand.

4.77 It is therefore the case that Blaydon Shopping Centre faces significant challenges - challenges which must be taken into consideration when assessing the impact of the proposed development on the Centre's vitality and viability.

4.78 In addition to the above, it is worth noting that the Applicant places much emphasis on the application site's proximity to the District Centre, suggesting that there is likely to be a high incidence of linked shopping trips.

4.79 We remain firmly of the view that the expansion of the retail footprint of Blaydon will simply lead to the displacement of retail from the existing Centre (including B&M which has been trading from Blaydon Shopping Centre for a number of years), leaving behind substantial voids which will be very difficult to fill owing to limited demand for retail space nationally and the new retail park being targeted at precisely the types of occupiers (value and convenience) that would take space in Blaydon Shopping Centre where edge / out of centre opportunities at cheaper rents with free parking etc. are curtailed.

4.80 It is also the case that the application proposes a significant amount of free surface level car parking and that the Site is physically separated from the District centre by a busy road. The nature of the human condition is such that customers are very unlikely to be inclined to walk across to the District Centre (which would require navigating a busy road with bags / shopping and walking across past Morrisons to reach the main shopping area) when the new retail park wholly replicates the range of goods offered at Blaydon Shopping Centre.

4.81 A further argument put forward by the Applicant is that the proposed development will extend the comparison goods offer of the District Centre and bring new shoppers to Blaydon, as well as encouraging existing shoppers to use the centre more frequently.

4.82 We would respond to this as follows:

- the proposed development will operate in isolation of the District Centre for the reasons identified above;
- far from increasing consumer choice and attracting new custom, the proposal will simply displace existing retailers / shoppers from the District Centre with those retailers left behind forced to re-evaluate whether or not it is in their interests to remain in the Centre when there is a competing scheme diverting footfall away from the main precinct (this includes local retailers and services which rely on the footfall driven by the larger anchor stores, including B&M, to drive trade);
- the application proposal, whilst of a scale that will disrupt local shopping patterns (i.e. the displacement of trade from Blaydon District Centre), is not of a sufficient scale / nor does it provide a sufficiently differentiated / wide enough offer to divert trade away from much larger centres such as Newcastle City Centre and the numerous retail parks in Newcastle and Gateshead - people travel to these locations to benefit from the critical mass of retail in these locations, not simply to travel to B&M or TJ Hughes (in the case of Newcastle City Centre);
- the proposed development largely replicates Blaydon District Centre's existing offer - it will not divert a significant amount of trade away from larger / higher order stores and facilities.

4.83 As a final point, it is worth noting that whilst WYG has included commentary on the impact of the proposal on investment in the District Centre, this is limited to a consideration of committed or planned investment (Para 6.73).

4.84 It fails to acknowledge that the NPPF also requires consideration of the effect on existing investment by both the private and public sectors. Further, any consideration of impact should not be limited to that affecting large scale investment plans, it should also include an analysis of the potential to affect the future investment decisions of individual businesses within town centres.

4.85 As such the assessment of impact on investment provided by WYG is incomplete.

#### **Proposed Drive Thru Units**

4.86 In addition to the above, it should be noted that the application proposal also includes other town centre uses (namely x2 drive-thru units), which although relatively small in the context of the proposed development, should also be assessed in terms of their impact on the existing town centres and whether they have met the requirements of the sequential test.

4.87 Indeed, the introduction of the additional drive-thru (replacing the pub / restaurant) is expected to have a further adverse impact on Blaydon District Centre, as the introduction of additional leisure uses including food & beverage outlets is an aim for the Centre, reflecting changing consumer needs and in order to address increasing voids as a result of stores closing alongside increasing dwell time.

4.88 In any area however, there is a limit to how many businesses of this type can be supported and potential operators. Allowing the replacement of the pub / restaurant with an additional A3 Use Class drive-thru will inevitably further increase any impact on Blaydon District Centre. The impact will fall on existing occupiers including Greggs, Costa, Cooplands, Subway, McDonalds and

Domino's.

### **Conclusions on Retail Impact**

- 4.89 The trade draw from Blaydon District Centre to the proposed development has been shown to be high in both monetary and percentage terms. This loss of trade will take place in the context of a Centre that faces significant challenges not least of which is experiencing the highest level of vacancy since the refurbishment of the Centre in 2014.
- 4.90 The biggest threat will be a reduction in the number of trips to the Centre as a result the closure of B&M and a reduction in trips to Morrisons, Home Bargains, Boyes and Iceland - these stores generate the footfall that is required to support smaller stores and facilities at the Shopping Centre. This decline in trips to the Centre arises due to the availability of free, on-site parking at the proposal site and the fact that the site is physically separated from the District Centre by a busy road alongside the replication of the range of goods already sold in Blaydon Shopping Centre albeit in a smaller number of stores. As we have previously highlighted, our significant experience of these types of schemes is that the proposed retail park will operate in isolation of Blaydon Shopping Centre.
- 4.91 In this regard, the proposal poses a significant threat to the Centre's ability to retain existing occupiers as well as attract new occupiers. For a small District Centre such as Blaydon, even very modest reductions in the level of trade can have a significant adverse impact on existing investment and the District Centre's vitality and viability.
- 4.92 In addition to the above, it must be borne in mind that the UK high street (including those with a focus on the value and day to day convenience sectors within which Blaydon operates) continues to face unprecedented challenges.
- 4.93 According to Savills Research (April 2018), 10% fewer high street stores opened in 2017 than in 2016, with 5,855 outlets closing last year. There have also been several high profile retail failures in recent months with a number of other retailers entering into Company Voluntary Arrangements (CVAs) leading to store closures. The effect of this is that weaker retailers are now revaluating their existing portfolios, while stronger retailers defer decision-making to consider opportunist responses to this weakness. Demand for retail floorspace is therefore expected to remain highly subdued for the foreseeable future (especially in more tertiary locations) with retailers closely at the performance of their existing portfolios and looking to reduce over-heads as opposed to expansion.
- 4.94 It is therefore the case that whilst Blaydon Shopping Centre appears to be performing well (as is articulated in the 2015 GHCR), more recent changes show it is vulnerable. There is already evidence of increased vacancies and it, like many small centres, faces significant challenges - challenges which must be taken into consideration when assessing the impact of the proposed development on the Centre's vitality and viability.
- 4.95 In this subdued market, the expansion of the retail footprint of Blaydon will simply lead to the displacement of retail from the existing Centre (including B&M which has been trading from Blaydon Shopping Centre for a number of years), leaving behind substantial voids which will be difficult to fill owing to limited demand for retail space. The effect will be to significantly and irreversibly undermine the vitality and viability of the District Centre.
- 4.96 The introduction of a further A3 Use Class drive thru unit will compound this issue by diverting trade away from existing outlets including Costa, Greggs, Cooplands, Domino's, Subway and McDonalds (a number of whom are relatively new entrants to the Centre and have served to

counteract subdued demand for retail floorspace).





## 5.0 Overall Assessment of Planning Case and Conclusions

- 5.1 This Planning Objection Report has been prepared by Williams Gallagher on behalf of LSREF3 Tiger Blaydon S.A.R.L. (c/o Ellandi LLP), the owners of Blaydon Shopping Centre in Blaydon, in respect of a planning application submitted on behalf of UK Land Investments Ltd ('UK Land') ('the Applicant') (LPA Ref: DC/18/00533/FUL). It has been submitted further to a holding objection sent to officers on 6 July 2018 (see Williams Gallagher Holding Objection - **Appendix 1**).
- 5.2 This latest proposal by UK Land is seeking substantial amendments to the approved outline scheme (Application Ref: DC/16/01151/OUT). Moreover, the scheme has been marketed outside the terms of the extant outline permission since at least November 2017 (see Appendix 2 – Chainbridge Retail Park Marketing Particulars), demonstrating that, as we previously anticipated in objecting to that scheme, it was never the Applicant's intention to deliver the outline scheme in the format proposed.
- 5.3 The revised application is required as the proposed development would be in direct contravention of the majority of the conditions applied to the outline permission for the Site. Instead, the application seeks to facilitate the occupation of the Site by the following tenants:
- TJ Hughes (2,630 sqm GIA):
  - B&M Home & Garden (2,160 sqm and 700 sqm Garden Centre);
  - Starbucks (167 sqm GIA).
- 5.4 In addition, the application proposes:
- a non-food retail unit(s) (1,170 sqm GIA total) – the Applicant notes that this space will be subject to the same occupancy related conditions imposed by the extant permission (PS Para, 6.7) albeit the fact that the non-food retail unit is referred to in both the singular and the plural (e.g. PS Para, 3.1) does lead us to query whether the Applicant is seeking to avoid conditions that would prohibit subdivision (thereby enabling more than one retailer to take occupation) – the Design and Access Statement also implies that this unit could be sub-divided; and
  - an additional drive-thru restaurant (250 sqm NIA) - this replaces the the pub / restaurant that was permitted as part of the approved outline scheme and is expected to be occupied by a Burger King or similar.
- 5.5 An Aldi store comprising 1,767 sqm GIA is also proposed, albeit a foodstore has already been approved in this location.
- 5.6 Save for the third non-food retail unit, there is little mention of the types of conditions that would be accepted by Applicant in respect of the revised proposal for the Site, suggesting that it is seeking in the first instance to secure open A1 consent for the TJ Hughes and B&M units (with no restrictions on the types of goods sold, amalgamation, sub-division, the insertion of mezzanines and permitted development rights). We would note that we do not consider any conditions that still result in the occupation of the scheme as described by the applicant would reduce the likely impact to less than significant.
- 5.7 In this regard, we urge officers and members to hold firm on their original approval in the interests of protecting Blaydon District Centre and not to be distracted by the promise of new entrants to the area (in this case TJ Hughes).

- 5.8 We also query the Applicant's description of the trading characteristics of the proposed occupiers which includes a statement that the food offer at the B&M Home and Garden will be ancillary and *"relates purely to ambient, non-perishable packaged goods, confectionery and drinks"*.
- 5.9 We are wholly unconvinced that this will be the case following a site visit to a comparable Home and Garden Store in Walsall in the West Midlands – a store which clearly stocks a range of chilled, perishable and frozen items (such as fresh milk, bread, butter, cream, eggs, cheese and meat). We are also aware that this is a concept being rolled out nationally by B&M, presumably assisted by its recent acquisition of Heron Foods (which primarily sells frozen food, but also has a wide range of dry and chilled stock).

### **Concluding Remarks**

- 5.10 This Planning Objection Report has provided evidenced scrutiny of the Applicant's case in respect of the proposed development and confirms that notwithstanding its claims, there are substantial and compelling grounds for refusal of the application as follows:
- the planning application will have a significant adverse impact on Blaydon District Centre, in terms of trade draw, the decrease in consumer choice as a result of store closures and on investment;
  - there are no material considerations or benefits associated with the proposed development which would outweigh the proposal's clear non-compliance with the adopted and emerging Development Plan and the National Planning Policy Framework (the Framework / NPPF).
- 5.11 In regard to the Applicant's assessment of impact of the proposed development we would conclude as follows:
- that it significantly underplays the quantitative impact of the proposed development – our own assessment shows the impact to be significantly higher in both monetary and percentage terms:
    - the Applicant's assessment considers that only £2.2m of comparison goods trade will be drawn from Blaydon District Centre and presents an impact of only 1.84%;
    - our assessment concludes that in actual fact, over £4.5m of comparison goods trade will be drawn from Blaydon District Centre resulting in an impact of between 70 - 75%
    - the Applicant's assessment considers that only £2.1m of convenience goods trade will be drawn from Blaydon District Centre resulting in an impact of 5.71%
    - our assessment concludes that in actual fact, £2.7m of convenience goods trade will be drawn from Blaydon District Centre resulting in an impact of 7.58%;
    - we also note that there would be a combined 23.86% impact on convenience goods outlets in Blaydon when Morrisons is excluded from the assessment;
  - that it has failed to undertake a sufficient assessment of the qualitative impacts of the proposal which is necessary to determine the overall impact of the proposal on the vitality

and viability of Blaydon District Centre.

5.12 We would also draw your attention to the fact that owing to the size and scale of retail development proposed, it would not be possible to accommodate the proposal within Blaydon Town Centre. Whilst this enables the Applicant to effectively circumvent the sequential assessment, it is precisely for this reason that the impact of the proposed development will be so damaging to the future vitality and viability of Blaydon District Centre

5.13 As a final point, it is important to highlight that the Applicant refers to the economic benefits of the proposal which amount to inward investment and job creation.

5.14 It states as follows (Para 5.17, PS):

*“In the short term, the development will result in additional construction jobs which are created across the supply chain, including direct construction jobs and job opportunities within those companies which can be considered to be part of the supply chain to the construction trade. Based on a construction cost of the proposed development of circa £6.5m this will result in around 95 FTE jobs created over the build period. In addition, in terms of the respective job creation as a result of the new uses on the site, this is likely to be in the region of 126 FTE jobs, which translates into 169 full and part-time employees”.*

5.15 As is the case with much of the Applicant’s submission, this statement should be afforded a significant degree of scrutiny, not least because the purported economic benefits must be viewed in the context of the likely trade diversion of the proposed development and thus resulting job losses in the impacted stores.

5.16 The alternative retail impact assessment prepared by Williams Gallagher, and summarised at Section 4.0 of this report, highlights a number of important findings regarding impact, for example:

- the assessment fails to test the worse case scenario – in other words the sales densities for the proposed retail units have the potential to be higher than set out in the PS;
- that the Applicant’s assumptions overstate the trade draw of the proposal from outside of the immediate locality and as a result significantly underplay the trade that is likely to be drawn from Blaydon District Centre.

5.17 These conclusions mean that the retail turnover of the scheme is likely to be far higher than estimated by the Applicant, and that a greater proportion of that turnover will be drawn from Blaydon District Centre.

5.18 Our findings present a stark assessment of the likely impact on Blaydon District Centre. For example, our assessment concludes that the total loss of comparison goods retail revenue for Blaydon District Centre would be in the region of £4.5m – a combined impact of over **70%**.

5.19 This would place existing businesses and occupiers in Blaydon District Centre under significant stress. Moreover, the various challenges faced by occupiers means that there is constrained capacity to absorb reductions in retail turnover that would arise from the scheme. At some point, the reduction in revenue would start to impact on levels of profitability, employment and business viability.

5.20 Therefore, either through jobs displacement or through a reduction in retail turnover (and the consequent impact on the number and range of retail occupiers), the retail offer in Blaydon

Shopping Centre will be negatively impacted. In short, the jobs created at the retail park will be displaced from Blaydon District Centre. There is therefore no gain in employment.

- 5.21 It can therefore be concluded that the “economic benefits” of the proposal as put forward by the Applicant, whilst a material consideration in the determination of the application, are in fact economic displacement, which is not a benefit – in fact it should be seen as a significant dis-benefit. Accordingly, there are no material considerations that outweigh the proposal’s clear non-compliance with the adopted and emerging Development Plan and the National Planning Policy Framework (the Framework / NPPF).
- 5.22 We also have no doubt that should permission for the revised scheme be granted, the Applicant will simply come back with a revised proposal for the bulky goods unit(s) (employing the tried and tested incremental approach to securing permission for a wider range of goods / less restrictions on floorspace). In this regard, we would urge officers and members to hold firm on their original approval in the interests of protecting Blaydon District Centre and not to be distracted by the promise of new entrants to the area (in this case TJ Hughes).

### **Final Conclusions**

- 5.23 The following policies and material considerations are considered to key in the determination of this latest application by UK Land:
- CSUSP Policy CS7 (Retail and Centres);
  - Draft MSGP Policy MSG8 (Retail and Leisure Impact Assessment); and
  - NPPF (2018) – Chapter 7 (Paras 86 – 90).
- 5.24 This report categorically concludes that the proposed development will be in direct conflict with these policies. Moreover, that there are no economic, social and environmental benefits associated with the proposed development which would in any way outweigh the adverse impacts we have identified in this report.
- 5.25 Taking into account the findings of this report, we conclude that there is no justification for the approval of this application. We therefore respectfully request that it be refused.

Appendix 1

Williams Gallagher Holding Objection dated 6  
July 2018

6 July 2018

Lois Lovely  
Gateshead Council Development Management  
Civic Centre  
Regent Street  
Gateshead  
NE8 1HH

Sent by Email

**WILLIAMS.  
GALLAGHER.**

**Williams Gallagher**  
Portman House  
5-7 Temple Row West  
Birmingham  
B2 5NY

**williams-gallagher.com**  
t: 0121 647 3673  
m: 07944 513 126  
e: heather@williams-gallagher.com

Dear Lois

**Application Ref: DC/18/00533/FUL**  
**Mixed Use Retail / Leisure Development**  
**Blaydon Industrial Park Chainbridge Road Blaydon On Tyne**  
**Holding Objection on behalf of LSREF3 Tiger Blaydon S.A.R.L. (c/o Ellandi LLP)**

We write to you on behalf of our client, LSREF3 Tiger Blaydon S.A.R.L. (c/o Ellandi LLP) (owners of the Blaydon Shopping Centre) to submit a **holding objection** to the above mentioned application.

It is understood that the application has been submitted on behalf of UK Land Investments Ltd ('the Applicant') and seeks full planning permission for a mixed use retail / leisure development on land off Chainbridge Road, Blaydon.

This application follows the grant of outline consent for a a retail park back in December 2016 (LPA Ref: DC/16/01151/OUT) which was subject to the following conditions imposed by Gateshead Council in order to protect the vitality and viability of Blaydon District Centre:

- a restriction on the amount of floorspace / net sales (Condition 4);
- restrictions on the types of goods that can be sold from the various units (Conditions 5, 6 and 10);
- removing the applicant's permitted development rights in connection with the insertion of mezzanines (Condition 7) and changes of use from Use Class A3 to Use Classes A1 / A5 (Condition 9); and
- restrictions on amalgamation and subdivision (Condition 8).

The current proposal is seeking what we regard to be substantial amendments to the approved outline scheme (demonstrating that, as predicted, it was never the Applicant's intention to deliver the outline scheme in the format proposed). The scheme has been marketed outside the terms of the extant outline permission since at least November 2017 – see attached marketing particulars.

The application will instead facilitate the occupation of the scheme by the following occupiers:

- Aldi (1,767 sqm GIA);
- TJ Hughes (2,630 sqm GIA);
- B&M (2,160 sqm and 700 sqm Garden Centre); and
- Starbucks (167 sqm GIA).

In addition, the application proposes:

- a non food retail unit(s) (1,170 sqm GIA total); and
- a drive-thru restaurant (250 sqm NIA).

We are strongly opposed to the proposed development as it has the potential to significantly and irreversibly undermine the vitality and viability of Blaydon District Centre. This includes the relocation of B&M which acts as a major anchor to Blaydon District Centre.

Indeed, as we previously articulated in respect of the invalid reserved matters application (Ref: DC/17/01393/REM), the occupation of the proposed retail park by B&M would result in a clear and demonstrable 'like for like' significant adverse impact on Blaydon District Centre (including a significant void in the District Centre which will be extremely difficult to re-let in the current retail climate).

We would very much hope that the application will be forcefully refused by the Council as it is only very recently that the outline scheme (in its current guise with significant restrictions) was approved and no attempt to market the scheme with the imposed planning restrictions has been made.

The proposal will simply lead to the relocation of existing retailers and jobs from Blaydon District Centre and result in a significantly adverse impact on an allocated centre which has only just been the subject of significant investment.

We intend to submit a full objection to the proposal within the next 10 working days (which I trust is acceptable). In the meantime, please do not hesitate to contact me if you have any queries.

Yours sincerely

Kind regards

A handwritten signature in black ink, appearing to read 'H Arnell', with a long diagonal stroke extending from the end of the signature.

Heather Arnell (Née Gallagher)  
**Williams Gallagher**  
**Town Planning Solutions Ltd**

## Appendix 2

### Chainbridge Retail Park Marketing Particulars





Artist's Impression

# Churchills Retail Park

BLAYDON NE21 5AB

Up to 41,000 sq ft (3,820 sq m) of non-food retail

# TO LET

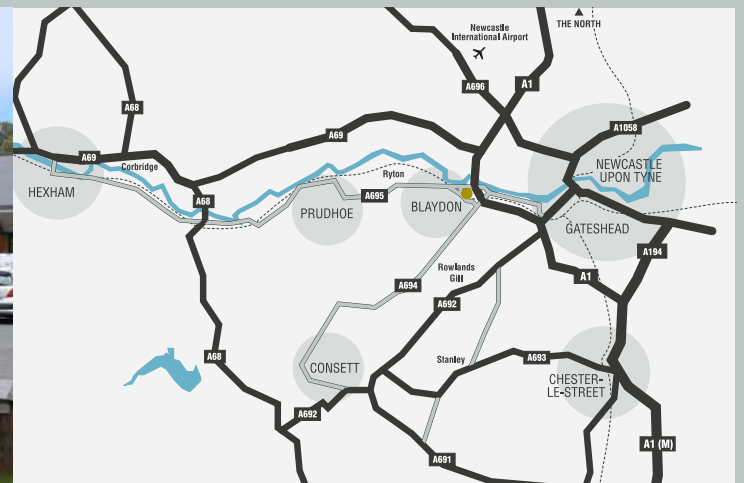




## LOCATION

Churchills Retail Park is located in a prime position within Blaydon town centre in the Metropolitan Borough of Gateshead, Tyne & Wear, approximately 5 miles west of Newcastle city centre. It is prominently positioned on the B6317 opposite Morrisons and the Blaydon Shopping Centre which underwent a major redevelopment in 2014. The Shopping Centre comprises 184,000 sq ft with retailers including Home Bargains, Iceland, Poundworld, Boots, Ladbrokes, Greggs, Superdrug and McDonalds.

Blaydon is situated on the south bank of the river Tyne approximately 2 miles west from the A1 Western Bypass and the A69 junction. There is a resident population of 15,155 and a catchment population of 539,557 based upon a 20 minute drive time isochrone. The site is within easy walking distance of the railway and bus interchange providing excellent access to the surrounding population from Newcastle in the east and Hexham in the west.







## DESCRIPTION

Churchills Retail Park will comprise approximately 95,422 sq ft (8,865 sq m) of new retail and drive-thru accommodation together with 388 car parking spaces in a landscaped environment with rear service areas. Customer access will be via a new signalised junction providing all ways movement off Chainbridge Road and service access will be via the improved existing junction giving a complete separation of customer and service vehicles. Pedestrian access will be via a new surface level crossing providing direct access from the Blaydon Shopping Centre.

Proposed tenants include Aldi, B&M, Starbucks and Burger King.

## PLANNING

Outline planning permission has been granted for mixed use retail and leisure development comprising discount food, DIY and bulky goods, pub/restaurant and drive-thru uses.

## AVAILABILITY

The available accommodation comprises two blocks of 12,600 sq ft (1,170 sq m) and 28,500 sq ft (2,650 sq m) each which can be sub-divided to suit individual retailer's size requirements. The accommodation will be provided to a developer's shell specification, including shop front, with services brought to within and capped off.

## TERMS

The accommodation can be made available by way of new Full Repairing and Insuring leases for a term of 15 years, subject to 5 yearly upward only rent reviews, at a commencing rent of £16.00 per square foot exclusive of rates and service charge, subject to contract.





## FURTHER INFORMATION

Please contact:

**JONATHAN SYKES**

Tel: 07767 240821

Email: [jonathan.sykes@sykesproperty.co.uk](mailto:jonathan.sykes@sykesproperty.co.uk)



**STEVE MASON**

Tel: 07768 961756

Email: [steve.mason@cwm.co.uk](mailto:steve.mason@cwm.co.uk)



RETAIL PROPERTY ADVISORS

0113 320 8890

[www.cwmoutoftown.co.uk](http://www.cwmoutoftown.co.uk)



Disclaimer: The joint agents where applicable for themselves and for the seller or landlord of the property whose agents they are give notice that: (i) These particulars are given and any statement about the property is made without responsibility on the part of the joint agents or the seller or landlord and do not constitute the whole or any part of an offer or contract. (ii) Any description, dimension, distance or area given or any reference made to condition, working order or availability of services or facilities, fixtures or fittings, any guarantee or warranty or statutory or any other permission, approval or reference to suitability for use or occupation, photograph, plan, drawing, aspect or financial or investment information or tenancy and title details or any other information set out in these particulars or otherwise provided shall not be relied on as statements or representations of fact or at all and any prospective buyer or tenant must satisfy themselves by inspection or otherwise as to the accuracy of all information or suitability of the property. (iii) No employee of the joint agents has any authority to make or give any representation or warranty arising from these particulars or otherwise or enter into any contract whatsoever in relation to the property in respect of any prospective purchase or letting including in respect of any re-sale potential or value or at all. (iv) Price or rent may be subject to VAT and any prospective buyer or tenant must satisfy themselves concerning the correct VAT position. (v) Except in respect of death or personal injury caused by the negligence of the joint agents or their employees or agents, The joint agents will not be liable, whether in negligence or otherwise howsoever, for any loss arising from the use of these particulars or any information provided in respect of the property save to the extent that any statement or information has been made or given fraudulently by either of the joint agents. (vi) In the case of new development or refurbishment prospective buyers or tenants should not rely on any artists' impressions or architects' drawings or specification or scope of works or amenities, infrastructure or services or information concerning views, character or appearance and timing concerning availability or occupation and prospective buyers or tenants must take legal advice to ensure that any expectations they may have are provided for direct with the seller or landlord and the joint agents shall have no liability whatsoever concerning any variation or discrepancy in connection with such. November 2017. Ref: 6543.

## Appendix 3

### Williams Gallagher Retail Impact Assessment Part 1 (Interpretation of WYG Assessment)

COMPARISON GOODS IMPACT (BASED ON WYG ASSESSMENT)

Turnover of Proposed Development (Based on WYG Assessment)

	Gross Floorpace (GIA - sqm)	Net Sales (sqm)	Convenience (sqm)	Turnover per sqm R020 (£)	Comparison (sqm)			Turnover per sqm R020 (£)	Turnover (£)				Total Turnover R020 (£)	Total Comparison Turnover R020 (£) (Excluding Aldi)	Total Comparison Turnover R020 (£) (Including Aldi)
					Bulky	Non-Bulky	Total		Convenience	Comparison					
										Bulky	Non-Bulky	Total			
B&M	2,160	1,728	346	£3,708	691	691	1,382	£3,708	£1,282,968	£2,562,228	£2,562,228	£5,184,456	£6,407,494	£12,068,086	£14,289,185
B&M Garden Centre	700	630	0	-	630	-	-	£2,278	£0	£1,435,140	-	£1,435,140	£1,435,140		
TJ Hughes	2,830	2,180	0	-	1060	1,060	2,120	£981	£0	£1,039,860	£1,039,860	£2,079,720	£2,079,720		
Bulky Goods Unit	1,170	998	0	-	998	-	998	£3,446	£0	£3,428,770	-	£3,428,770	£3,428,770		
Aldi (2019 Prices)	1,787	1,254	1,003	£9,808	-	-	251	£8,849	£9,837,424	-	-	£2,221,099	£12,058,583		
Total	8,427	6,787	1349	-	3376	1,751	4,497	-	£11,120,392	£6,465,998	£5,608,086	£14,289,185	£25,409,577		

2020 Comparison Goods Impact (Based on WYG Assessment)

	Bulky Goods Turnover	Catchment Trade Capture	% Trade Draw	Inflow Trade Capture	Total Trade Capture	Non Bulky Goods Turnover	Catchment Trade Capture	% Trade Draw	Inflow Trade Capture	Total Trade Capture	Total Comparison Goods Turnover	Total Trade Capture	Total % Trade Draw	Impact (%)
Newcastle City Centre	298,720,408	316,177	4.39%	0	316,177	1,021,274,685	24,240	0.79%	0	24,240	1,319,995,093	340,417	2.82%	0.03%
Metrocentre, Gateshead	124,484,514	247,159	4.82%	0	247,159	703,008,960	34,240	1.12%	0	34,240	827,483,074	381,399	3.10%	0.05%
Gateshead Town Centre	26,506,570	139,281	1.94%	42,343	181,624	35,471,238	56,340	1.84%	22,970	79,310	66,973,808	260,934	2.16%	0.39%
Kingston Retail Park, Belvedere Retail Park	93,483,005	372,182	5.17%	99,249	471,430	67,351,976	88,480	2.89%	22,970	111,480	160,815,561	582,881	4.83%	0.36%
Other Retail Warehouses in Newcastle	77,877,890	725,975	10.09%	119,215	845,190	67,465,393	265,450	8.67%	51,890	317,310	145,343,283	1,162,500	9.63%	0.80%
Team Valley Retail Park	221,741,215	2,026,481	28.10%	195,546	2,223,027	33,410,474	169,100	5.52%	34,540	203,640	255,151,689	2,426,697	20.11%	0.95%
Metro Retail Park	43,931,197	1,175,886	16.34%	226,405	1,414,291	38,185,597	342,420	11.18%	45,570	387,990	62,116,764	1,802,281	14.93%	2.19%
Other Retail Warehouses, Gateshead	15,530,564	519,005	7.21%	178,804	697,808	5,348,203	24,240	0.79%	0	24,240	16,879,767	722,049	5.98%	3.58%
South Shields Town Centre	43,039,961	0	0.00%	0	0	80,168,063	32,330	1.06%	0	32,330	123,207,974	32,330	0.27%	0.03%
Silverlink Retail Park	160,483,623	0	0.00%	0	0	78,551,410	0	0.00%	0	0	239,035,033	0	0.00%	0.00%
Sunderland City Centre	64,334,745	43,089	0.60%	0	43,089	303,730,019	33,860	1.11%	0	33,860	388,064,764	76,949	0.64%	0.02%
Washington Retail Park	19,746,700	85,482	1.19%	29,210	114,692	795,281	0	0.00%	0	0	20,541,981	114,692	0.99%	0.56%
Other Retail Warehouses, Washington	21,649,281	98,292	1.37%	29,782	128,074	5,052,583	0	0.00%	0	0	26,701,864	128,074	1.06%	0.48%
The Galleries, Washington	18,131,502	0	0.00%	0	0	71,816,976	51,470	1.68%	16,880	68,350	89,648,078	68,350	0.57%	0.08%
Jarrow Town Centre	5,037,683	0	0.00%	0	0	8,062,213	0	0.00%	0	0	13,099,896	0	0.00%	0.00%
Produce Centre	2,041,697	0	0.00%	0	0	1,850,186	0	0.00%	0	0	3,891,823	0	0.00%	0.00%
Blaydon District Centre	1,016,030	16,711	0.23%	9,816	26,527	3,306,651	53,090	1.73%	0	53,090	4,322,681	79,617	0.66%	1.84%
Stanley	9,276,107	0	0.00%	37,137	37,137	11,953,681	88,480	2.89%	0	88,480	21,229,788	122,617	1.04%	0.59%
Consett	12,707,506	278,438	3.87%	80,628	359,066	31,977,317	117,980	3.85%	15,930	133,910	44,684,923	492,976	4.08%	1.10%
Whickham	778,332	0	0.00%	12,375	12,375	4,984,352	28,400	0.93%	0	28,400	5,762,684	40,775	0.34%	0.71%
Other	1,090,053,216	685,073	9.58%	131,640	816,713	1,960,943,796	184,190	6.02%	70,680	254,810	3,050,997,012	1,071,523	8.88%	0.04%
Existing B&M Store, Blaydon District Centre	431,620	366,870	8.10%	64,750	431,620	1,726,440	1,467,470	47.93%	255,970	1,726,440	2,158,060	2,158,060	17.88%	100.00%
Total		7,196,101	100.00%	1,269,900	8,465,999	4,537,114,594	3,061,780	100.00%	540,310	5,602,090		12,068,091	100.00%	
Net Increase (Excluding Existing B&M Store)												9,910,031		

Combined Impact on Blaydon Town Centre (Based on WYG Assessment)

	Bulky Goods Turnover	Catchment Trade Capture	Inflow Trade Capture	Total Trade Capture	Non Bulky Goods Turnover	Catchment Trade Capture	Inflow Trade Capture	Total Trade Capture	Total Comparison Goods Turnover	Total Trade Capture	Impact (%)
Blaydon District Centre	1,016,030	16,711	9,816	26,527	3,306,651	53,090	0	53,090	4,322,681	79,617	1.84%
Existing B&M Store, Blaydon District Centre	431,620	366,870	64,750	431,620	1,726,440	1,467,470	255,970	1,726,440	2,158,060	2,158,060	100.00%
Total	1,447,650	523,581	74,566	498,147	5,033,091	1,250,560	255,970	1,779,530	6,480,741	2,237,677	24.83%

CONVENIENCE GOODS IMPACT (BASED ON WYG ASSESSMENT)

Turnover of Proposed Development (Based on WYG Assessment)

	Gross Floorspace (GIA - sqm)	Net Sales (sqm)	Convenience (sqm)	Turnover per sqm R080 (£)	Comparison (sqm)			Turnover per sqm R080 (£)	Turnover (£)				Total Turnover R080 (£)	Total Convenience Turnover R080 (£) (Including Aidl)	Total Convenience Turnover R080 (£) (Excluding Aidl)
					Bulky	Non-Bulky	Total		Convenience	Comparison					
										Bulky	Non-Bulky	Total			
B&M	2,160	1,728	346	\$3,708	691	691	1,382	\$3,708	\$1,282,908	\$2,562,228	\$2,562,228	\$5,184,456	\$6,407,484	\$1,282,908	\$11,180,392
B&M Garden Centre	700	630	0	-	630	-	-	\$2,278	\$0	\$1,435,140	-	\$1,435,140	\$1,435,140		
TJ Hughes	2,630	2,180	0	-	1060	1,060	2,120	\$981	\$0	\$1,039,860	\$1,039,860	\$2,079,720	\$2,079,720		
Bulky Goods Unit	1,170	995	0	-	995	-	995	\$3,446	\$0	\$3,428,770	-	\$3,428,770	\$3,428,770		
Aidl (2019 Prices)	1,767	1,254	1,003	\$9,808	-	-	251	\$8,949	\$9,537,424	-	-	\$2,221,099	\$12,058,523		
Total	8,427	6,727	1349	-	3376	1,751	4,497	-	\$11,180,392	\$8,465,998	\$3,608,088	\$14,259,185	\$25,409,577		

2020 Convenience Goods Impact (Based on WYG Assessment)

Store / Facility	Convenience Goods Turnover (£)	Discount Foodstore Trade Capture (£)	% Trade Draw	B&M Home Store Trade Capture (£)	% Trade Draw	Total Trade Capture (£)	% Trade Draw	Impact (%)
Co-op, Blaydon District Centre	2,387,879	59,594	0.61%	8,635	0.67%	68,229	0.61%	2.89%
Iceland, Blaydon District Centre	1,752,707	36,611	0.37%	0	0.00%	36,611	0.33%	2.09%
Morrisons, Blaydon District Centre	33,300,761	1,359,420	13.82%	101,010	7.87%	1,460,430	13.13%	4.39%
Other Stores, Blaydon District Centre	1,858,852	24,272	0.29%	6,485	0.51%	30,757	0.28%	1.65%
Existing B&M Store, Blaydon District Centre	541,370	0	0.00%	541,370	42.20%	541,370	4.87%	100.00%
Proposed Aidl Food Store, Chainbridge	9,837,480	0	0.00%	280,880	22.67%	280,880	2.62%	2.96%
Lidl, Swallowwell Local Centre	7,601,981	839,213	8.53%	0	0.00%	839,213	7.85%	11.04%
Aidl, Metro Retail Park / Centre	25,329,108	2,726,258	27.71%	0	0.00%	2,726,258	24.52%	10.76%
Asda, Metro Retail Park / Centre	58,261,844	1,776,735	18.06%	0	0.00%	1,776,735	15.98%	3.05%
M&S, Metro Retail Park / Centre	10,189,585	46,015	0.47%	0	0.00%	46,015	0.41%	0.45%
Co-op, Ryton District Centre	2,672,496	13,691	0.14%	0	0.00%	13,691	0.12%	0.51%
Aidl, Covingate	17,215,975	400,388	4.07%	0	0.00%	400,388	3.60%	2.33%
Tesco Metro, Rowlands Gill Local Centre	6,281,541	252,980	2.57%	0	0.00%	252,980	2.27%	4.05%
Aidl, Consett Town Centre	16,877,377	397,205	4.04%	0	0.00%	397,205	3.57%	2.32%
Co-op, Prudhoe District Centre	5,068,666	0	0.00%	0	0.00%	0	0.00%	0.00%
Other Stores, Prudhoe District Centre	466,784	0	0.00%	0	0.00%	0	0.00%	0.00%
Aidl, Westerhope	26,094,435	704,951	7.17%	0	0.00%	704,951	6.34%	2.70%
Morrisons, Two Ball Linnons	17,596,456	80,000	0.51%	0	0.00%	80,000	0.46%	0.28%
Morrisons, Denton Park Centre	39,081,831	212,703	2.16%	0	0.00%	212,703	1.91%	0.54%
Sainsbury's, Throckley	14,442,896	117,552	1.19%	0	0.00%	117,552	1.06%	0.61%
Tesco, Kingston Park District Centre	30,617,245	105,852	1.08%	0	0.00%	105,852	0.95%	0.34%
Other B&M Stores (2)	8,861,010	0	0.00%	252,890	19.71%	252,890	2.27%	2.86%
Other	291,926,105	714,040	7.85%	81,760	6.37%	795,800	7.16%	-
TOTAL		9,837,480	100%	1,882,970	100.00%	11,180,390	100%	-

Combined Impact on Blaydon Town Centre (Based on WYG Assessment)

Store / Facility	Convenience Goods Turnover (£)	Discount Foodstore Trade Capture (£)	B&M Home Store Trade Capture (£)	Total Trade Capture (£)	Impact (%)
Co-op, Blaydon District Centre	2,387,879	59,594	8,635	68,229	2.89%
Iceland, Blaydon District Centre	1,752,707	36,611	0	36,611	2.09%
Morrisons, Blaydon District Centre	30,942,882	1,359,420	101,010	1,460,430	4.72%
Other Stores, Blaydon District Centre	1,858,852	24,272	6,485	30,757	1.65%
Existing B&M Store, Blaydon District Centre	541,370	0	541,370	541,370	100.00%
Proposed Aidl Food Store, Chainbridge	9,837,480	0	280,880	280,880	2.96%
Total District Centre	37,453,670	1,479,897	627,900	2,137,997	5.71%
Total (Incorporating B&M within total turnover of Blaydon)	36,912,300	1,479,897	627,900	2,137,997	5.79%
Total Impact on Stores (Excluding Morrisons)	5,969,418	120,477	256,490	676,967	11.34%

## Appendix 4

### Williams Gallagher Retail Impact Assessment Part 2 (Alternative Retail Impact Assessment)



COMPARISON GOODS IMPACT (WILLIAMS GALLAGHER ASSESSMENT)

Turnover of Proposed Development (Williams Gallagher Assessment)

	Gross Floorpace (GfA - sqm)	Net Sales (sqm)	Convenience (sqm)	Comparison (sqm)					Turnover of Proposed Store (A)					Total Turnover 2020 (£)	Total Comparison Turnover 2020 (A) (Excluding Aldi)	Total Comparison Turnover 2020 (A) (Including Aldi)
				Turnover per sqm 2020 (£)	Comparison (sqm)			Turnover per sqm 2020 (£)	Turnover of Proposed Store (A)							
					Bulky	Non-Bulky	Total		Convenience	Comparison		Total				
										Bulky	Non-Bulky		Total			
B&M	2,160	1,798	248	84,000	691	691	1,382	84,000	88,076,000	84,146,000	84,146,000	88,396,000	81,036,000			
Garden Centre	790	830	0	-	630	-	-	82,378	80.00	81,436,140	-	81,436,140	81,436,140			
TJ Hughes	2,630	2,180	0	-	1060	1,060	2,120	82,448	80.00	82,668,760	83,668,760	87,306,860	87,306,860			
Bulky Goods Unit	1,170	995	0	-	995	-	995	83,448	80.00	83,488,770	-	83,488,770	83,488,770			
Aldi (2019 Prices)	1,797	1,294	1,003	89,808	-	-	251	88,949	89,837,484	-	-	89,351,099	81,056,523			
Total	8,507	6,797	1,549	-	3376	1,791	4,497	-	811,913,484	818,668,970	87,796,760	888,668,989	834,996,963			

2020 Comparison Goods Impact (Williams Gallagher Assessment) (Excluding Aldi)

	Bulky Goods Turnover	Catchment Trade Capture	% Trade Draw	Inflow Trade Capture	% Trade Draw	Total Trade Capture (Bulky Goods)	Non Bulky Goods Turnover	Catchment Trade Capture	% Trade Draw	Inflow Trade Capture	% Trade Draw	Total Trade Capture (Non Bulky)	Total Comparison Goods Turnover	Total Trade Capture	Total % Trade Draw	Impact (%)
Newcastle City Centre	298,730,408	269,082	2.80%	0	0.00%	269,082	1,081,274,688	331,447	8.00%	0	0.00%	331,447	1,319,969,093	600,889	2.93%	0.00%
Metacentre, Gateshead	184,484,814	1,076,327	10.00%	0	0.00%	1,076,327	703,008,860	668,896	10.00%	116,981	10.00%	779,876	827,493,074	1,898,303	9.07%	0.82%
Gateshead Town Centre	28,802,870	269,082	2.80%	0	0.00%	269,082	38,471,338	185,724	2.80%	29,245	2.80%	194,969	66,973,808	484,081	2.87%	0.60%
Kingston Retail Park, Belvedere Retail Park	93,483,808	0	0.00%	0	0.00%	0	67,331,976	0	0.00%	0	0.00%	0	160,815,881	0	0.00%	0.00%
Other Retail Warehouses in Newcastle	77,877,890	538,163	8.00%	189,940	10.00%	728,104	67,466,393	331,447	8.00%	88,461	8.00%	280,038	148,343,283	1,118,042	5.46%	0.77%
Team Valley Retail Park	221,741,218	2,162,684	20.00%	474,850	25.00%	2,637,504	33,410,474	668,896	10.00%	116,981	10.00%	779,876	288,181,689	3,407,280	16.66%	1.34%
Metro Retail Park	43,031,167	3,828,981	30.00%	664,790	35.00%	3,893,771	38,185,697	994,342	18.00%	176,472	18.00%	1,169,814	82,116,764	5,063,585	24.79%	6.17%
Other Retail Warehouses, Gateshead	16,830,664	538,163	8.00%	94,970	8.00%	633,134	3,348,303	132,879	2.00%	23,398	2.00%	156,975	18,878,767	789,109	3.86%	4.18%
South Shields Town Centre	43,039,951	0	0.00%	0	0.00%	0	80,168,083	0	0.00%	0	0.00%	0	123,307,974	0	0.00%	0.00%
Silverlink Retail Park	160,485,623	0	0.00%	0	0.00%	0	78,861,410	0	0.00%	0	0.00%	0	239,038,033	0	0.00%	0.00%
Sunderland City Centre	84,354,748	0	0.00%	0	0.00%	0	303,730,019	0	0.00%	0	0.00%	0	388,064,764	0	0.00%	0.00%
Washington Retail Park	19,746,700	0	0.00%	0	0.00%	0	796,281	0	0.00%	0	0.00%	0	20,641,961	0	0.00%	0.00%
Other Retail Warehouses, Washington	21,649,281	269,082	2.80%	37,988	2.00%	307,070	6,062,583	0	0.00%	0	0.00%	0	26,701,864	307,070	1.80%	1.18%
The Galleries, Washington	18,131,508	0	0.00%	0	0.00%	0	71,816,978	0	0.00%	0	0.00%	0	89,648,078	0	0.00%	0.00%
Jarrow Town Centre	5,037,683	0	0.00%	0	0.00%	0	8,062,213	0	0.00%	0	0.00%	0	13,099,896	0	0.00%	0.00%
Produce Centre	2,041,697	0	0.00%	0	0.00%	0	1,890,186	0	0.00%	0	0.00%	0	3,891,823	0	0.00%	0.00%
Blaydon District Centre	1,016,080	1,076,327	10.00%	189,940	10.00%	1,866,867	3,306,681	994,342	18.00%	176,472	18.00%	1,169,814	4,288,461	8,436,081	11.01%	86.86%
Stanley	9,276,107	0	0.00%	0	0.00%	0	11,963,681	185,724	2.80%	29,245	2.80%	194,969	21,259,788	194,969	0.95%	0.82%
Consett	12,707,806	215,265	2.00%	37,988	2.00%	253,253	31,977,317	185,724	2.80%	29,245	2.80%	194,969	44,884,923	448,282	2.19%	1.00%
Whickham	778,332	0	0.00%	0	0.00%	0	4,984,352	0	0.00%	0	0.00%	0	5,762,684	0	0.00%	0.00%
Other	1,090,053,218	763,266	7.00%	144,101	7.59%	907,497	1,960,343,796	846,264	8.36%	156,218	12.36%	710,672	3,060,997,012	1,818,120	7.91%	0.60%
Existing B&M Store, Blaydon District Centre	431,680	366,877	3.41%	64,743	3.41%	431,680	1,786,440	1,467,474	28.14%	286,966	28.14%	1,786,440	2,188,060	2,188,060	10.88%	100.00%
Total (excluding Aldi)	8,379,000,086	10,763,870	100.00%	1,899,401	100.00%	18,668,970	4,837,114,894	6,688,946	100.00%	1,169,814	100.00%	7,796,760	6,910,114,680	20,661,430	100.00%	-

2020 Comparison Goods Impact (Williams Gallagher Assessment) (Including Aldi)

	Bulky Goods Turnover	Catchment Trade Capture	% Trade Draw	Inflow Trade Capture	% Trade Draw	Total Trade Capture (Bulky Goods)	Non Bulky Goods Turnover	Catchment Trade Capture	% Trade Draw	Inflow Trade Capture	% Trade Draw	Total Trade Capture (Non Bulky)	Total Comparison Goods Turnover	Total Trade Capture	Total % Trade Draw	Impact (%)
Newcastle City Centre	298,730,408	269,681	2.80%	0	0.00%	269,681	1,081,274,688	378,646	8.00%	0	0.00%	378,646	1,319,969,093	671,327	2.96%	0.00%
Metacentre, Gateshead	184,484,814	1,170,794	10.00%	0	0.00%	1,170,794	703,008,860	797,291	10.00%	133,640	10.00%	890,031	827,493,074	2,061,655	9.09%	0.85%
Gateshead Town Centre	28,802,870	269,681	2.80%	0	0.00%	269,681	38,471,338	189,323	2.80%	33,410	2.80%	222,733	66,973,808	515,414	2.87%	0.77%
Kingston Retail Park, Belvedere Retail Park	93,483,808	0	0.00%	0	0.00%	0	67,331,976	0	0.00%	0	0.00%	0	160,815,881	0	0.00%	0.00%
Other Retail Warehouses in Newcastle	77,877,890	585,262	8.00%	206,598	10.00%	791,960	67,466,393	378,646	8.00%	66,820	8.00%	445,466	148,343,283	1,237,426	5.46%	0.86%
Team Valley Retail Park	221,741,218	2,241,447	20.00%	516,496	25.00%	2,897,943	33,410,474	797,291	10.00%	133,640	10.00%	890,031	288,181,689	3,748,874	16.53%	1.47%
Metro Retail Park	43,031,167	3,512,171	30.00%	723,094	35.00%	4,235,269	38,185,697	1,135,037	18.00%	200,469	18.00%	1,336,396	82,116,764	5,971,961	24.66%	6.79%
Other Retail Warehouses, Gateshead	16,830,664	585,262	8.00%	103,299	8.00%	688,561	3,348,303	161,458	2.00%	28,728	2.00%	178,186	18,878,767	866,847	3.82%	4.89%
South Shields Town Centre	43,039,951	0	0.00%	0	0.00%	0	80,168,083	0	0.00%	0	0.00%	0	123,307,974	0	0.00%	0.00%
Silverlink Retail Park	160,485,623	0	0.00%	0	0.00%	0	78,861,410	0	0.00%	0	0.00%	0	239,038,033	0	0.00%	0.00%
Sunderland City Centre	84,354,748	0	0.00%	0	0.00%	0	303,730,019	0	0.00%	0	0.00%	0	388,064,764	0	0.00%	0.00%
Washington Retail Park	19,746,700	0	0.00%	0	0.00%	0	796,281	0	0.00%	0	0.00%	0	20,641,961	0	0.00%	0.00%
Other Retail Warehouses, Washington	21,649,281	269,681	2.80%	41,280	2.00%	334,001	6,062,583	0	0.00%	0	0.00%	0	26,701,864	334,001	1.47%	1.88%
The Galleries, Washington	18,131,508	0	0.00%	0	0.00%	0	71,816,978	0	0.00%	0	0.00%	0	89,648,078	0	0.00%	0.00%
Jarrow Town Centre	5,037,683	0	0.00%	0	0.00%	0	8,062,213	0	0.00%	0	0.00%	0	13,099,896	0	0.00%	0.00%
Produce Centre	2,041,697	0	0.00%	0	0.00%	0	1,890,186	0	0.00%	0	0.00%	0	3,891,823	0	0.00%	0.00%
Blaydon District Centre	1,016,080	1,170,794	10.00%	206,598	10.00%	1,297,288	3,306,681	1,135,997	18.00%	200,469	18.00%	1,336,396	4,288,461	8,713,718	11.95%	68.78%
Stanley	9,276,107	0	0.00%	0	0.00%	0	11,963,681	189,323	2.80%	33,410	2.80%	222,733	21,259,788	222,733	0.98%	1.06%
Consett	12,707,806	254,145	2.00%	41,280	2.00%	275,464	31,977,317	189,323	2.80%	33,410	2.80%	222,733	44,884,923	456,197	2.80%	1.11%
Whickham	778,332	0	0.00%	0	0.00%	0	4,984,352	0	0.00%	0	0.00%	0	5,762,684	0	0.00%	0.00%
Other	1,090,053,218	862,383	7.37%	163,515	7.87%	1,024,898	1,960,343,796	846,264	11.12%	215,455	16.12%	1,057,719	3,060,997,012	2,062,617	9.18%	0.97%
Existing B&M Store, Blaydon District Centre	431,680	366,877	3.13%	64,743	3.13%	431,680	1,786,440	1,467,474	19.88%	286,966	19.88%	1,786,440	2,188,060	2,188,060	9.81%	100.00%
Total (including Aldi)	8,379,000,086	11,707,837	100.00%	2,068,988	100.00%	13,773,280	4,837,114,894	7,873,913	100.00%	1,336,396	100.00%	6,909,310	6,910,114,680	28,688,839	100.00%	-

Combined Impact on Blaydon Town Centre (Williams Gallagher Assessment)

	Bulky Goods Turnover	Catchment Trade Capture	Inflow Trade Capture	Total Trade Capture (Bulky Goods)	Non Bulky Goods Turnover	Catchment Trade Capture	Inflow Trade Capture	Total Trade Capture (Non Bulky)	Total Comparison Goods Turnover	Total Trade Capture	Impact (%)
Blaydon District Centre (Excluding Existing B&M)	1,016,080	1,076,327	189,940	1,866,867	3,306,681	994,342	176,472	1,169,814	4,288,461	2,436,281	86.86%
Existing B&M Store, Blaydon District Centre	431,680	366,877	64,743	431,680	1,786,440	1,467,474	286,966	1,786,440	2,188,060	2,188,060	100.00%
Total Blaydon District Centre (Including Aldi)	1,447,680	1,443,204	254,683	1,497,897	5,093,121	2,461,816	463,438	3,060,254	6,476,521	4,624,141	70.89%
Total Blaydon District Centre (Accounting for Aldi Comparison Turnover)	1,447,680	1,897,601	871,241	1,806,942	5,093,121	6,602,411	489,488	3,786,640	6,480,741	6,871,778	78.17%

CONVENIENCE GOODS IMPACT (WILLIAMS GALLAGHER ASSESSMENT)

Turnover of Proposed Development (Williams Gallagher Assessment)

	Gross Floorpace (GIA - sqm)	Net Sales (sqm)	Convenience (sqm)	Turnover per sqm RORO (£)	Comparison (sqm)			Turnover per sqm RORO (£)	Turnover of Proposed Store (£)				Total Turnover RORO (£)	Total Convenience Turnover RORO (£) (Excluding Aidl)	Total Convenience Turnover RORO (£) (Including Aidl)
					Bulky	Non-Bulky	Total		Convenience	Comparison					
										Bulky	Non-Bulky	Total			
B&M	2,160	1,738	546	£6,000	691	691	1,382	£6,000	£2,076,000.00	£4,146,000	£4,146,000	£8,292,000	£10,368,000	£2,076,000	£11,915,484
Garden Centre	780	630	0	-	630	-	-	£2,278	£0.00	£1,435,140	-	£1,435,140	£1,435,140		
TJ Hughes	2,630	2,180	0	-	1,060	1,120	2,180	£3,446	£0.00	£3,652,760	£3,652,760	£7,305,520	£7,305,520		
Bulky Goods Unit	1,170	995	0	-	995	-	995	£3,446	£0.00	£3,428,770	-	£3,428,770	£3,428,770		
Aidl (2019 Prices)	1,787	1,254	1,003	£9,808	-	-	281	£8,649	£9,837,424.00	-	-	£9,837,424	£12,058,293		
Total	8,507	6,787	1349	-	3376	1,781	4,497	-	£11,915,484	£12,668,670	£7,798,760	£22,662,899	£24,998,983		

2020 Convenience Goods Impact (Williams Gallagher Assessment)

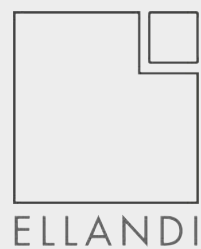
Store / Facility	Turnover (£)	Discount Foodstore Trade Capture (£)	% Trade Draw	B&M Home Store Trade Capture (£)	% Trade Draw	Total Trade Capture (£)	% Trade Draw	Impact (%)
Co-op, Blaydon District Centre	-	-	-	-	-	-	-	-
Iceland, Blaydon District Centre	1,738,707	36,611	0.37%	207,600	10.00%	244,211	2.08%	13.93%
Morrisons, Blaydon District Centre	33,300,761	1,419,015	14.42%	519,000	25.00%	1,938,015	16.27%	5.82%
Other Stores, Blaydon District Centre	1,658,638	24,272	0.28%	51,900	2.50%	76,172	0.64%	4.10%
Existing B&M Store, Blaydon District Centre	541,370	0	0.00%	541,370	26.08%	541,370	4.84%	100.00%
Proposed Aidl Food Store, Chainbridge	9,837,420	0	0.00%	415,200	20.00%	415,200	3.49%	4.28%
Lidl, Swalwell Local Centre	7,601,951	839,213	8.53%	0	0.00%	839,213	7.04%	11.04%
Aidl, Metro Retail Park / Centre	25,329,106	2,726,259	27.71%	0	0.00%	2,726,259	22.86%	10.78%
Asda, Metro Retail Park / Centre	56,861,644	1,776,736	18.06%	0	0.00%	1,776,736	14.91%	3.05%
M&S, Metro Retail Park / Centre	10,189,585	46,015	0.47%	0	0.00%	46,015	0.39%	0.45%
Co-op, Ryton District Centre	2,672,496	13,691	0.14%	0	0.00%	13,691	0.11%	0.51%
Aidl, Cowgate	17,215,675	400,388	4.07%	0	0.00%	400,388	3.36%	2.33%
Tesco Metro, Howlands Gill Local Centre	6,281,541	252,980	2.57%	0	0.00%	252,980	2.12%	4.03%
Aidl, Consett Town Centre	16,877,377	397,205	4.04%	0	0.00%	397,205	3.33%	2.35%
Co-op, Prudhoe District Centre	5,096,666	0	0.00%	0	0.00%	0	0.00%	0.00%
Other Stores, Prudhoe District Centre	466,764	0	0.00%	0	0.00%	0	0.00%	0.00%
Aidl, Westerhope	26,094,435	704,951	7.17%	0	0.00%	704,951	5.96%	2.70%
Morrisons, Two Rail Linnens	17,896,456	50,000	0.51%	0	0.00%	50,000	0.42%	0.28%
Morrisons, Denton Park Centre	39,081,831	212,703	2.16%	0	0.00%	212,703	1.79%	0.54%
Sainsbury's, Throckley	14,442,296	117,552	1.19%	0	0.00%	117,552	0.99%	0.81%
Tesco, Kingston Park District Centre	30,617,245	105,852	1.08%	0	0.00%	105,852	0.89%	0.34%
Other B&M Stores	8,851,010	0	0.00%	207,600	10.00%	207,600	1.74%	2.35%
Other	291,926,106	714,040	7.28%	133,330	6.42%	847,370	7.11%	-
TOTAL	-	9,837,424	100.00%	5,076,000	100.00%	11,915,484	100%	-

Combined Impact on Blayon District Centre (Williams Gallagher Assessment)

Store / Facility	Turnover (£) (1)	Discount Foodstore Trade Capture (£)	B&M Home Store Trade Capture (£)	Total Trade Capture (£)	Impact (%)
Co-op, Blaydon District Centre	-	-	-	-	-
Iceland, Blaydon District Centre	1,738,707	36,611	207,600	244,211	13.93%
Morrisons, Blaydon District Centre	33,300,761	1,419,015	519,000	1,938,015	5.82%
Other Stores, Blaydon District Centre	1,658,638	24,272	51,900	76,172	4.10%
Existing B&M Store, Blaydon District Centre	541,370	0	541,370	541,370	100.00%
WYG Total	37,463,670	1,479,898	1,319,870	2,799,768	7.48%
Total (Including B&M within Existing Turnover of Blaydon)	26,912,300	1,479,898	1,319,870	2,799,768	7.52%
Total Impact on Stores (Excluding Morrisons)	3,611,559	60,885	800,870	861,755	23.56%



WILLIAMS.  
GALLAGHER.



**BLAYDON  
SHOPPING  
CENTRE**