

Cheshire East Retail Study

Partial Update, 2020

June 2020 – **Final Draft 10/07/2020**



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1.0 Introduction

- 1.1.1 WYG Planning ('WYG') has been commissioned by Cheshire East Council ('the Council') to undertake a partial update of our 2016 Cheshire East Retail Study (CERS) and the 2018 Cheshire East Retail Study Update (CERSU). The key purpose of this update is to partially update the evidence base to support the emerging Site Allocations and Development Policies Document (SADPD).
- 1.1.2 This Study Update provides a quantitative assessment of comparison and convenience retail floorspace needs over the plan period to 2030 and provides updated qualitative vitality and viability health check assessments of the Principal Towns, Key Service Centres and Local Service Centres in Cheshire East. As part of the health check assessments we have reviewed the centre and, where relevant, primary shopping area boundaries set out in the Council's Settlement Reports and advised on potential changes for the Council to consider further.
- 1.1.3 The Update reviews the conclusions of our 2017 Retail Impact Threshold Test Study and advises, on the basis of the updated evidence, whether the conclusions, and in turn the subsequent thresholds set out in Publication Draft SADPD Policy RET3 are still appropriate.
- 1.1.4 Finally, the Study Update, also reviews the draft retail policy context (Policies RET 1 – RET 11) of the Publication Draft SADPD and provides guidance to the Council on areas where the retail policies could be strengthened in response to any potential issues identified in this Update.
- 1.1.1 Our Study Update is structured as follows:
- [Section 2](#) sets out our qualitative assessment/overview of the vitality and viability of the Principal Towns, Key and Local Service Centres within Cheshire East;
 - [Section 3](#) provides an overview of the methodology used, and summarises the updated key data inputs which inform our updated retail capacity assessments;
 - [Section 4](#) sets out our updated convenience goods quantitative retail needs assessment findings for the borough as a whole and for the Principal Towns and Key Service Centres;
 - [Section 5](#) sets out our updated comparison goods quantitative retail needs assessment findings;
 - [Section 6](#) reviews the proposed retail impact assessment threshold set out within the 2019 Publication Draft of the Site Allocations and Development Policies Document;
 - [Section 7](#) provides our review of the other draft retail policies set out within the Publication draft Site Allocations and Development Policies Document; and
 - [Section 8](#) summarises our key findings and sets out our recommendations.

2.0 Qualitative Health Check Updates

2.1 Introduction

- 2.1.1 This section provides a summary of the detailed qualitative health check assessment updates undertaken for each of the Principal Town, Key and Local Service Centres which can be found at **Appendices A, B and C**.
- 2.1.2 The health check assessments are based on health check indicators published in the National Planning Policy Guidance 'Town Centres and Retail' section (paragraph 006) and are used to assess the vitality and viability of each centre. Experian Goad Town Centre Land Use Plans have been used to inform the health checks to make comparisons with the health checks in the previous 2016 Study. Where necessary, the land use plan data has been supplemented by the Council's annual retail monitoring surveys of the town centres.
- 2.1.3 It is important to note that the health check assessments have been undertaken in February 2020 prior to COVID-19 'lock down'. It is evident that the impact of the pandemic has already had a negative impact on operators with further store closures and retailers going into administration over the past several months. At the time of writing non-essential shops had only started to open again. The impact of COVID-19 on town centres hasn't been fully felt yet but with unemployment rising, consumer demand weakening, social distancing in place, and more people shopping online, the next 6-12 months are likely to be challenging for some town centres and their occupiers.
- 2.1.4 As part of the health checks we have reviewed the proposed centre boundary, and where relevant, the primary shopping area (PSA) boundary, of centres. The recommended changes are shown in plan form at **Appendix D**. These retail boundaries should be considered as part of the Council's evidence base in preparing an update to the settlement reports for each centre.

2.2 Principal Centres

Crewe

- 2.2.1 Our updated health check assessment for Crewe finds that overall there has been little change since the assessment carried out in 2016. Convenience and comparison goods provision is well represented but there is an under representation of its service and leisure provision. The town centre comprises a reasonable level of multiple retailers.

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- 2.2.2 The vacancy rate is high with 60 vacant units in the centre, notably above the average national position. Whilst this is an indicator that the centre may be struggling, it is relevant that 25 of these units fall within the proposed Royal Arcade scheme promoted by the Council and its development partner Peveril Securities (subject to planning approval and other consents). Alongside the Royal Arcade scheme, the Crewe Market Hall is also the subject of significant investment.
- 2.2.3 There is evidence of large-scale investment, which gives a further positive outlook for the centre.
- 2.2.4 We have reviewed the proposed town centre and PSA boundary set out in the Council's Settlement Report (June 2019, PUB 28) for Crewe and consider that no further changes are necessary.

Macclesfield

- 2.2.5 Macclesfield Town Centre continues to play a key role in fulfilling the needs of the local residents and surrounding communities. Since 2016 there has been a fall in the number of comparison retailers, which is partly reflective of the growing popularity of online shopping.
- 2.2.6 Given its size and role in the hierarchy, Macclesfield has a lower than expected number of national multiple occupiers, though it is well represented by the retail and financial & business service sectors. The vacancy rate, whilst having only risen by 1 unit since 2016, continues to be above the national average but the amount of vacant floorspace in the centre has considerably decreased and is below the national average.
- 2.2.7 The environmental quality of Macclesfield is generally good with a number of attractive areas and modern shopfronts, however, some of the vacant units and areas of public realm in the town require investment to improve the appearance of the centre.
- 2.2.8 The Council prepared a public realm strategic for Macclesfield Town Centre in 2007 which identified deficiencies in the current town centre public realm. The Council has also prepared a strategic regeneration framework for the town centre which identifies several key objectives for the town, including the enhancement of the town centre environment and diversification of the town's leisure, cultural and evening economy offer to attract more visitors, amongst other objectives.
- 2.2.9 Overall Macclesfield Town Centre (pre COVID 19) is considered to be in reasonable health. However, the centre continues to display a number of weaknesses which are likely to be compounded by the potential implications arising from COVID-19.
- 2.2.10 Reviewing the proposed town centre and PSA boundaries set out in the Council's Settlement Report for Macclesfield (June 2019, PUB 35) we consider that no further changes are necessary to the PSA but recommend the following further changes are considered by the Council to the town centre boundary:

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- the inclusion of commercial properties on the north side of King Edward Street; and
 - the inclusion of The Salvation Army building, Roe Street.

The changes are shown in plan form at **Appendix D**.

2.3 Key Service Centres

Alsager

- 2.3.1 For its size and role, Alsager town centre continues to offer a good range of services. The centre retains a strong convenience goods offer and has seen an improvement in its leisure service offer since 2016. However, its financial and business sector provision has significantly weakened following the closure of the remaining two banks in the centre.
- 2.3.2 The centre provides a well-balanced independent and national multiple store offering and a reasonably good night-time economy. The vacancy rate in the town centre is low and there is evidence of a good churn of units over recent years. Alsager's environmental quality is still considered to be mostly good although through traffic along Crewe Road and Lawton Road continues to have a negative impact on environmental quality.
- 2.3.3 We do not consider that any further changes are necessary to either Alsager's town centre or PSA boundary as proposed in the Council's Settlement Report (June 2019, PUB 22).

Congleton

- 2.3.4 Congleton's vitality and viability continues to be varied. The enhanced pedestrianised areas of the town centre are in good health but vacancy levels and the environmental quality in parts (notably High Street and Mill Street) show the town centre is vulnerable. Generally, retail and service provision in the town centre has remained stable which, after a previous decline in the financial and business service sector, is a positive. If not already considered, potential intervention should be considered to seek to encourage the redevelopment/reuse of Capitol Walk Shopping Centre and 'The Mills' to prevent the continued negative contribution of these two sites to the town centre.
- 2.3.5 We have reviewed the proposed town centre and PSA boundaries set out in the Council's Settlement Report for Congleton (June 2019, PUB 27) and consider that the following changes should be considered by the Council:
- the PSA could be extended to the east onto High Street to include national multiple comparison goods retailers including Poundstretcher; and
 - residential properties on Rope Walk (Providence Mill) could be removed from the town centre boundary.

The changes are shown in plan form at **Appendix D**.

Handforth

- 2.3.6 Handforth continues to mostly serve local needs. Its catchment remains restricted by the nearby retail parks and Wilmslow Town Centre however, against the national trend, vacancies have decreased and the demand for units has increased. This represents a much-improved position over that recorded in 2016. The Paddock also now appears to be operating more successfully than in 2016 and is considered reasonably vibrant. Given this, we no longer consider there a need for the centre to be downsized, though the environmental quality of the centre would benefit from enhancement. The centre's evening economy offer would also benefit from improvement to help extend the opening hours of the centre.
- 2.3.7 We have reviewed the proposed local centre boundary set out in the Council's Settlement Report (June 2019, PUB 31) for Handforth and consider that no further changes are necessary.

Knutsford

- 2.3.8 Knutsford continues to provide a vibrant town centre and remains a popular destination for both residents and visitors from further afield. All retail and service sectors continue to be well represented and the centre continues to have a relatively low vacancy level, although there have been some notable additional vacancies more recently. The town centre provides an attractive environment and continues to benefit from a strong leisure offer which extends the centres' opening hours into the evening.
- 2.3.9 Knutsford benefits from a modern attractive and user-friendly website and an active Town Council which is seeking to bring forward measures to enhance the vitality and viability of the centre further.
- 2.3.10 In our view, no further changes are necessary to Knutsford town centre of PSA boundary as proposed in the Council's Settlement Report (June 2019, PUB 34).

Middlewich

- 2.3.11 Middlewich continues to perform a key role in catering for the day to day convenience and service needs of the local residential community. The centre continues to benefit from good accessibility by car and, despite the challenging retail climate over the past couple of years, has seen a reduction, in vacant units.
- 2.3.12 The centre provides a strong convenience goods offer, its comparison goods offer is limited (which is reflected of its role), and the centres leisure and retail service provision is also reasonably good. With the closure of Barclays Bank in 2017, banking/building society provision is however now limited to Nationwide Building Society.

2.3.13 Middlewich's location close to Sandbach, Winsford and Crewe are considered to be the main barriers for new investment opportunities/attracting additional, particularly national multiples, to the town centre. Primarily as a result of this, pedestrian activity is generally low within the centre. In our 2016 survey we advised that intervention be considered to ensure Middlewich's vitality and viability doesn't deteriorate. Whilst it is evident that Middlewich's health hasn't deteriorated since 2016, we still consider that the centre would benefit from improvements in its public realm on Wheelock Street

2.3.14 Having reviewed the proposed town centre and PSA boundaries set out in the Council's Settlement Report for Middlewich (June 2019, PUB 36) we consider that the following changes should be considered by the Council:

- residential properties (75-79 Wheelock Street) could be removed from the northern part of the proposed PSA boundary; and
- with the exception of units fronting onto Wheelock Street, land which is to be developed for retirement living accommodation (application reference: 17/6233C) could be removed from the town centre boundary.

The changes are shown in plan form at **Appendix D**.

Nantwich

2.3.15 Compared with 2016, Nantwich Town Centre is considered to remain vital and viable. The centre continues to play an important role in providing for the day-to-day retail and service needs for the local community as well as catering for visitors/tourists. It currently contains a low proportion of vacant units, generally provides an attractive environment, and provides a good range of speciality/independent shops/businesses.

2.3.16 We have reviewed the proposed town centre and PSA boundary set out in the Council's Settlement Report (June 2019, PUB 38) for Nantwich and consider that no further changes are necessary.

Poynton

2.3.17 Poynton continues to be a vital and viable centre, providing an important retail and service sector for its catchment population. The convenience sector in the centre is particularly strong, and it provides a good balance and mix of multiple and independent operators. The town centre continues to provide a high-quality environment and its' vacancy level remains low and below the UK average. The night-time/evening economy is also considered to be good. The closure of the last 2 banks in the centre is disappointing but unfortunately this has been a national trend across smaller/medium sized towns.

2.3.18 Reviewing the proposed town centre and PSA boundaries set out in the Council's Settlement Report for Poynton (June 2019, PUB 39) we consider that no further changes are necessary to the town centre boundary but the Council could consider whether the Kingfisher pub on Queensway should be removed from the PSA. A plan showing the proposed further change is attached at **Appendix D**.

Sandbach

2.3.19 Sandbach is considered to remain a vital and viable centre. The centre has a good convenience goods and service offer and continues to provide important facilities for its local population. Alongside important national multiple retailers (Waitrose and Aldi in particular) its independent offering and markets act as key attractors. Sandbach is an attractive town centre with good levels of environmental quality. The vacancy rate continues to be low and there are no long-term vacant units present in the centre. The centre also has a good evening/night-time economy which adds to its vibrancy.

2.3.20 Reviewing the proposed town centre and PSA boundaries set out in the Council's Settlement Report for Sandbach (June 2019, PUB 41) we recommend the following further changes should be considered by the Council:

- remove the Public House (Rong O' Bells) on the corner of Welles Street/Cross Street from the PSA; and
- include St Mary's Church on High Street with the town centre boundary.

The changes are shown in plan form at **Appendix D**.

Wilmslow

2.3.21 Wilmslow Town Centre demonstrates reasonable levels of vitality and viability with evidence indicating it is still competing reasonably well given the competition from nearby out-of-centre retail parks. Whilst the centre had seen a decline in comparison goods retailing, since 2016 its comparison goods sector appears to be reasonably stable. Whether, given the current economic retail climate and potential implications resulting from the COVID19 pandemic, this is the case going forward it remains to be seen. The leisure sector has strengthened over recent years and the convenience goods sector in Wilmslow remains one of its strengths.

2.3.22 There has been a further increase in the number of health and beauty uses in the centre, which whilst not being overly dominant the centre, should be carefully monitored going forward to ensure they do not in the future, negatively impacting on centre vitality and viability.

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- 2.3.23 Wilmslow Town Centre's on-line presence is considered poor. We recommend that it needs to significantly enhance and co-ordinate its digital presence to help the town centre compete successfully. The town centre as a whole still appears to lack the quality of environment that one would expect from a town centre of this status and we consider that intervention is required to help improve its public realm to ensure it continues to attract shoppers/visitors and compete effectively going forward.
- 2.3.24 We have reviewed the proposed town centre and PSA boundaries set out in the Council's Settlement Report for Wilmslow (June 2019, PUB 43) and consider that the Royal Mail Sorting Office, Hawthorn Drive; Offices (Barons Court) Swan Street; Wilmslow Hospital, Alderley Road; and the Coach & Four, Alderley Road could be considered by the Council to be removed from the proposed PSA boundary. We do not consider that any further changes are required to the proposed town centre boundary. The changes are shown in plan form at **Appendix D**.

2.4 Local Service Centres

Alderley Edge

- 2.4.1 Alderley Edge remains a viable attractive centre and appears to be trading well. For its size and role, the centre is considered to have a good representation of all service sectors.
- 2.4.2 The latest survey identifies that the number of vacant units in the centre have increased and we therefore advise that the number of vacant units are carefully monitored going forward.
- 2.4.3 We have reviewed the proposed local centre boundary set out in the June 2019 Alderley Edge Settlement Report (PUB 21). We consider that residential units (Chorley Grange) on the northern corner of London Road and Chapel Road could reasonably fall outside the local centre boundary (see **Appendix D**).

Audlem

- 2.4.4 Despite some the minor changes to the centre's composition, and the increase in vacant units, we consider that Audlem remains a vital and viable centre. Audlem in particular has a strong comparison offer compared to other Local Service Centres which has improved since the last study.
- 2.4.5 Whilst the environmental quality and perception of safety have been maintained, the accessibility to the centre has weakened slightly as a result of changes and a reduction in bus services.
- 2.4.6 We have reviewed the proposed local centre boundary set out in the Council's Settlement Report (June 2019, PUB 23) for Audlem and consider that no further changes are necessary.

Bollington

- 2.4.7 Bollington continues to be a viable centre with a good diversity of uses. Although there has been a slight contraction in the number of units since the last study, the retail offering, except for comparison goods, remains above the national average. The key constraint for Bollington is still considered to be the dispersed nature of the centre and being divided into three clusters.
- 2.4.8 We do not consider that any further changes are required to the proposed local centre boundary set out in the Council's Settlement Report (June 2019, PUB 24) for Bollington.

Chelford

- 2.4.9 Chelford remains a vital and viable centre. The uses present cater to local needs, while the equestrian and farm supplies store has a unique draw which would attract a wider than local catchment.
- 2.4.10 We have reviewed the proposed local centre boundary set out in the Council's Settlement Report for Chelford (June 2019, PUB 26) and consider that no further changes are necessary.

Disley

- 2.4.11 Disley continues to be a viable centre with a good range of uses which serve the needs of its residents. For its size and role, the centre is well represented from the leisure, retail service and convenience sectors. It has retained its coherent form and the units are concentrated which provides good accessibility and also contributes to a good perception of safety. Although the environmental quality remains good, vacancy rates have increased since 2016 which may indicate a decline in demand from occupiers.
- 2.4.12 We do not consider that any further changes are required to the proposed local centre boundary set out in the Council's Settlement Report for Disley (June 2019, PUB 29).

Goostrey

- 2.4.13 Goostrey is a small local service centre with a key role in meeting the needs of the community. The centre only has one vacant unit and is in reasonable health. No further changes are necessary to Goostrey's local centre boundary as defined in the Council's Settlement Report (June 2019, PUB 30) for the centre.

Haslington

- 2.4.14 Haslington continues to have an adequate level of services that are consistent with that of a local centre. There has been no change in the number or diversity of uses since the previous survey though the centre's environmental quality has seen some improvement.

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- 2.4.15 We have reviewed the proposed local centre boundary set out in the Council's Settlement Report for Haslington (June 2019, PUB 32) and consider that no changes are necessary.

Holmes Chapel

- 2.4.16 Holmes Chapel continues to be a healthy and viable centre with a low vacancy rate and a well-maintained public realm. We do not consider that any changes are required to the proposed local centre boundary set out in the Council's Settlement Report for Holmes Chapel (PUB 33).

Mobberley

- 2.4.17 Mobberley displays good levels of vitality and viability with no vacant units present. The centre has a balanced, albeit limited, diversity of uses though it is noted that there are additional services located outside the designated boundary that contribute to the function of the village.
- 2.4.18 We have reviewed the proposed local centre boundary for Mobberley set out in the June 2019 Mobberley Settlement Report (PUB 37). We do not consider that any changes are required to the proposed boundary as a result of the findings of this health check.

Prestbury

- 2.4.19 Prestbury continues to be a viable centre and comprises a balanced diversity of uses. The centre is generally attractive, safe and provides a good level of access.
- 2.4.20 We have reviewed the proposed local centre boundary for Prestbury set out in the June 2019 Prestbury Settlement Report (PUB 40) and recommend that a number of amendments are made. We consider that Prestbury Village Club (Pearl Street) could be included and that residential uses (Denholme and Hollin Cottage, New Road) included in the north western tip of the local centre could reasonably be excluded from the centre boundary (see **Appendix D**).

2.5 Other Centres

Bunbury

- 2.5.1 Bunbury is considered to remain a vital small centre which meets the immediate and daily needs of the local population.

Shavington

- 2.5.2 Shavington provides a limited number of shopping facilities and services. It continues to play a role in providing the day to day needs of the local residents and comprises a number of community facilities.

Wrenbury

Wrenbury continues to provide a very limited level of local services comprising only 4 retail units which partly cater to the day-day needs of the local residents. It continues to be a safe, accessible and attractive centre with high quality public realm.

2.6 Summary

- 2.6.1 Overall, our updated health check assessments find that the majority of centres in Cheshire East are vital and viable. Crewe and Macclesfield have benefitted from recent investment, while the Key Service Centres of Nantwich, Poynton and Sandbach in particular are performing well.
- 2.6.2 Not all centres are performing as well as others. Potential interventions are recommended within Congleton to seek to encourage the redevelopment/reuse of Capitol Walk Shopping Centre and 'The Mills', and in Middlewich to undertake public realm improvements.
- 2.6.3 It is important to note that the full implications of COVID-19 are not yet known. The following 6-12 months are likely to be very challenging for retail and leisure businesses across the borough which in some cases could have a significant impact on the composition and occupancy rates within the centres.

3.0 Quantitative Retail Need – Updates to Data Inputs

3.1 Introduction

3.1.1 In this section , we provide an overview of the methodology and the updated key data inputs which inform our updated retail capacity assessments, contained at **Appendix E**.

3.2 Quantitative Retail Need Methodology

3.2.1 In providing a quantitative update of comparison and convenience retail goods capacity of the Principal Towns and Key Service centres across the borough, the assessment takes into account the following:

- updated retail expenditure growth figures published by retail data provider Experian (Micromarketer Generation 3);
- updated retail expenditure growth and Special Forms of Trading (online shopping) projections published by retail data provider Experian (Retail Planner Briefing Note 17 (February 2020)) (RPBN17);
- updated sales density data published by GlobalData.com; and
- any new or expired retail planning permissions/commitments since the 2018 Study Update.

3.2.2 The assessment updates the base year to reflect the current year (2020) and, to allow direct comparison with the 2018 CERSU, assesses capacity at years 2025 and 2030. This update also adopts the same price base as that adopted in the 2018 CERSU with all expenditure identified at 2016 prices.

3.2.3 For the avoidance of doubt, all other elements of the 2018 CERSU methodology and assumptions remain.

3.2.4 At the outset, it is important to note that an assessment in the long term should be viewed with caution, due to the obvious difficulties inherent in predicting the performance of the economy and shopping habits over time. Assessments of this nature should therefore be reviewed on a regular basis in order to ensure that forecasts over the medium and long term are reflective of any changes to relevant available data.

3.3 Updates to Data inputs

Per-Capita Expenditure Growth Rates

3.3.1 Comparison and convenience per capita retail spending data for each survey zone has been derived from retail data provider, Experian (Micromarketer Generation 3). To calculate how much spending per capita will be available in each output year, expenditure growth rates have been sourced from RPBN17

(February 2020). The expenditure forecast growth rates adopted in the 2018 CERSU were sourced from an earlier Retail Planning Briefing Note (RPBN15) which was published in December 2017.

3.3.2 For comparison retailing, the current medium-term (2020-2025) annual expenditure growth rate is 12% and long term (2025-30) rate is forecasted at 13.1%. This represents a reasonably large fall in expenditure growth when compared with the 2018 CERSU where medium-term (2020-25) growth rate was forecasted at 16% and the long term growth (2025-30) forecasted at 16.5%.

3.3.3 Within the convenience sector, the updated medium-term (2020-25) and long-term (2025-30) expenditure growth rates are forecast to reduce by -0.6% and -0.3% respectively. This is broadly the same as the previous forecast figures utilised within the 2018 CERSU, where the medium-term annual per-capita expenditure rate was -0.5%, and the long-term rate was -0.3%.

3.3.4 Figure 3.1 below sets out a comparison between growth rates used within this assessment and the 2018 CERSU.

Figure 3.1: Expenditure Growth Rates 2020 – 2030 (Adjusted for sales via stores)

	Comparison		Convenience	
	2018 CERSU	2020 Study Update	2018 CERSU	2020 Study Update
2020	2.3	2.0	0.0	-0.3
2021	2.7	2.3	0.0	0.2
2022	2.9	2.3	-0.1	-0.3
2023	3.2	2.4	-0.3	-0.2
2024	3.2	2.3	-0.1	-0.2
2025	3.1	2.2	0.0	-0.1
2026	3.1	2.3	-0.1	-0.1
2027	3.1	2.4	0.0	-0.1
2028	3.0	2.5	0.0	0.0
2029	3.1	2.6	-0.1	0.0
2030	3.2	2.7	-0.1	-0.1

Notes:

2018 CERSU data from Experian Retail Planner Briefing Note 15 (December 2017)

2020 Study Update data from Experian Retail Planner Briefing Note 17 (February 2020)

Special Forms of Trading

3.3.5 Special forms of trading (SFT) is expenditure that is diverted from traditional physical outlets towards channels such as online and TV shopping. SFT acts as a claim on the expenditure available to support the turnover of physical retail outlets.

- 3.3.6 The most recent published forecasts for SFT is contained in RPN17. This 2020 Study Update utilises the RPN17 SFT forecasts. As with the approach taken for the 2018 CERSU, we have adopted Experian's 'adjusted' SFT rates for our assessment. These figures make an allowance for store picked transactions and 'click & collect' purchases as opposed to those handled via a retail distribution warehouse.
- 3.3.7 Since the 2018 CERSU, there has, been an increase in the claim of SFT as a proportion of total comparison goods spending. In 2018 RPN15 forecasted that SFT would grow as a proportion of comparison goods spending throughout the forecasting period, reaching 17.5% in 2025 and 17.7% in 2030. The latest figures within RPN17 forecast SFT will grow at a faster rate, reaching 22% by 2025 and 24.2% by 2030.
- 3.3.8 The same pattern is shown for convenience goods with an increase in SFT growth rates forecasted. In 2018, RPN15 forecasted SFT to increase by 4.5% in 2025 and 5% at 2030. The updated figures within RPN17 forecast SFT to increase by 5.8% in 2025 and by 6.4% by 2030.
- 3.3.9 Figure 3.2 below sets out the difference in the SFT forecasts between 2020-2030.

Figure 3.2: SFT Growth Rates 2020 – 2030 (Adjusted for SFT sales from stores)

	Comparison		Convenience	
	2018 CERSU	2020 Study Update	2018 CERSU	2020 Study Update
2020	16.4	18.4	3.8	4.5
2021	16.9	19.1	3.9	4.7
2022	17.2	19.8	4.1	5
2023	17.4	20.6	4.2	5.3
2024	17.5	21.3	4.4	5.5
2025	17.5	22	4.5	5.8
2026	17.5	22.6	4.6	5.9
2027	17.6	23.1	4.7	6.1
2028	17.6	23.5	4.8	6.2
2029	17.7	23.9	4.9	6.3
2030	17.7	24.2	5.0	6.4

Notes:

2018 CERSU data from Experian Retail Planner Briefing Note 15 (December 2017)

2020 Study Update data from Experian Retail Planner Briefing Note 17 (February 2020)

Sales Density/Floorspace Efficiency Growth

- 3.3.10 Sales density growth, or floorspace efficiency growth, relates to the ability of retailers to achieve above inflation annual increases in turnover. This is taken into account to allow for a certain amount of expenditure growth to be set aside or 'ring-fenced' to be spent within existing businesses. Allowances for sales density growth are linked to expenditure growth rates and with the configuration of floorspace.

Large-format retail units have greater potential to grow their sales density annually when compared with smaller, more traditional retail units.

- 3.3.11 Reflecting the approach taken in the 2018 CERSU, this updated capacity assessment utilises the latest sales density growth rates published by Experian (RPBN17). In the 2018 CERSU, the medium-term sales density growth rate (2020-25) for comparison goods was 11.9% with the longer term (2025-30) growth rate forecasted as 11.5%. For convenience goods, a medium-term growth rate of 0.1% was forecasted, increasing to 0.5% in the long term.
- 3.3.12 Updated figures from RPBN 17 forecast a higher comparison goods sales density growth rate. Between 2020 and 2025, the growth rate is forecasted at 17.5%, while in the longer term (2025-30) a rate of 14.8% is forecasted.
- 3.3.13 For convenience goods, the forecast sales density growth rates are broadly the same in the medium and longer term with very limited growth anticipated to 2030.

Figure 3.3 Sales Density Growth Rates 2020 – 2030

	Comparison		Convenience	
	2018 CERSU	2020 Study Update	2018 CERSU	2020 Study Update
2020	2.3	3.6	0.0	0.3
2021	2.3	3.6	0.0	0.5
2022	2.3	3.2	0.0	0.0
2023	2.3	3.2	0.0	0.0
2024	2.3	3.2	0.0	0.0
2025	2.2	3.2	0.1	0.0
2026	2.2	3.2	0.1	0.0
2027	2.2	2.7	0.1	0.0
2028	2.2	2.7	0.1	0.0
2029	2.2	2.7	0.1	0.0
2030	2.2	2.7	0.1	0.0

Notes:

2018 CERSU data from Experian Retail Planner Briefing Note 15 (December 2017)

2020 Study Update data from Experian Retail Planner Briefing Note 17 (February 2020)

Planning Permissions/Commitments for New Retail Floorspace

- 3.3.14 Similar to the 2018 CERSU, the 2020 Capacity Update is based on household survey data carried out as part of the 2016 CERS. To provide an accurate indication of the expenditure available to support additional retail floorspace, it is necessary to deduct the anticipated turnover of retail commitments which have been granted planning permission and/or have been developed since the 2016 CERS household survey.

- 3.3.15 The 2018 CERSU made allowances for committed comparison and convenience floorspace and these have been updated in consultation with planning officers in Cheshire East Council to establish which commitments should be carried forward into this update, those commitments which have lapsed and therefore need removing, and any new retail planning permissions which have been granted since the 2018 CERSU.
- 3.3.16 An updated list of each planning permission/commitment taken into account as part of this assessment is presented within Updated Table 26 attached at **Appendix E**.
- 3.3.17 Figure 3.4 below sets out a summary of new commitments which have come been granted planning permission since the 2018 CERSU.

Figure 3.4: New Retail Commitments since 2018 CERSU

Planning Application Reference	Location	Proposed Development	Decision Date	Net Sales Area Floorspace sq.m
19/3439M	Macclesfield	Erection of new retail park	07/10/2019	9,016
17/3208M	Wilmslow	Erection of replacement foodstore	12/06/2018	794
17/4960M	Wilmslow	Change of use to comparison goods retail	03/01/2018	550
17/1891M	Bollington	Erection of new building for A1/A3 use	01/05/2018	268
16/5678M	Handforth	Erection of 5x A1 units and 2x A1/A3/A5 units	27/02/2020	4,764
18/5305N	Crewe	Installation of a mezzanine	30/11/2018	297
18/5040N	Crewe	2x A1 retail units and 1x A1/A3	23/10/2018	1,275
18/6389	Crewe	New foodstore	18/06/2019	1,052
19/2260	Crewe	Expansion of mezzanine	04/07/2019	834
19/2432N	Crewe	Change of use from A4 public house to A1 foodstore	17/07/2019	310
18/3580N	Nantwich	Demolition of existing and erection of replacement foodstore	20/12/2018	376
18/4857N	Aston	Change of use from commercial to A1 retail use	31/01/2019	482
Total Floorspace				20,018

Source:
Updated Table 26 attached at Appendix E

- 3.3.18 Figure 3.5 below provides a summary of planning permissions/commitments which were taken into account within the 2018 CERSU which have since expired. These planning permissions/commitments have been removed from our updated 2020 capacity assessment.

Figure 3.5: Expired Commitments since 2018 CERSU

Planning Application Reference	Location	Proposed Development	Decision Date	Net Sales Area Floorspace sq.m
14/3619M	Macclesfield	New offices with ground floor retail use	03/12/2014	242
15/5712M	Macclesfield	Ground and first floor extensions	29/06/2016	922
14/3477N	Crewe	Extension to foodstore	15/09/2014	503
14/4109N	Crewe	Change of use to A1 retail	22/10/2014	350
16/4398N	Crewe	Extension to foodstore	12/10/2016	338
Total Floorspace				2,355

Source:
Updated Table 26 attached at Appendix E

3.3.19 Overall, after taking into account new retail planning permissions and those planning permissions that have expired it can be seen that there has been an increase in committed retail floorspace of 17,663sq m net in Cheshire East since the 2018 CERSU.

3.4 Summary

3.4.1 Overall, since the 2018 CERSU was undertaken, there has been:

- a decrease in forecasted per-capita expenditure rates;
- an increase in forecasted SFT/internet spend;
- higher forecasted floorspace efficiency/sales density growth (for comparison goods floorspace); and
- an increase in retail planning permissions/commitments floorspace.

3.4.2 Combined, these changes are likely to have the effect of reducing the potential future level of assessed floorspace capacity across Cheshire East. Our updated convenience and comparison floorspace capacity assessments are provided in the following two sections of this Study Update.

4.0 Updated Convenience Goods Quantitative Retail Need Assessment

4.1 Introduction

4.1.1 This section provides an updated convenience goods floorspace capacity assessment for Cheshire East before examining the updated capacity assessments for each of the Principal Towns, Key and Local Centres in the borough.

4.2 Borough-wide floorspace capacity

4.2.1 Figure 4.1, below, sets out the overall convenience goods floorspace capacity requirement for Cheshire East to 2030 before and after commitments/consented floorspace that has been developed since the original 2016 Study. It compares the updated floorspace capacity need with that identified within the 2018 CERSU.

Figure 4.1: Summary of Overall Convenience Goods Floorspace Need in Cheshire East (sq m net)

Year	2018 CERSU		2020 Update	
	Min	Max	Min	Max
Before Commitments/Consented Floorspace Developed since 2016 CERS				
2020	13,200	20,700	13,900	16,800
2025	14,400	22,600	14,700	17,800
2030	15,300	24,000	16,100	19,400
After Commitments/Consented Floorspace Developed since 2016 CERS				
2020	900	1,500	-	-
2025	2,200	3,400	-	-
2030	3,100	4,800	-	-

Note: – denotes no residual floorspace

Source:

Updated Table 49, Appendix E
Table 49, Appendix 2, 2018 CERSU
2016 Prices

4.2.2 Figure 4.1 shows that before commitments/consented retail floorspace developed since the 2016 CERS are taken into account, when compared to the 2018 CERSU capacity findings, the minimum floorspace capacity at 2020 has increased by 700sq m to 13,900sq m net, increased by 300sq m to 14,700sq m net at 2025 and increased further by 800sqm to 16,100sq m net at 2030.

-
- 4.2.3 Conversely, in comparison to the 2018 CERSU findings, the maximum assessed capacity at 2020 has decreased by 3,900sqm to 16,800sq m net by 4,800sq m to 17,800sq m net at 2025, and by 4,600sq m to 19,400sq m net at 2030.
- 4.2.4 This trend is attributable in part by changes to floorspace densities for convenience retailers since the last study update was undertaken. The minimum floorspace capacity calculation uses the average sales densities of the 'Big 4' convenience operators (Tesco, Asda, Sainsbury's and Morrisons) which has decreased from £12,505 to £11,844/sq m since 2018, while the maximum capacity is calculated using the average sales densities of the discounter operators (Lidl and Aldi) which has increased from £7,984/sqm to £9,832/sqm.
- 4.2.5 Once commitments/consented retail floorspace which has been developed since the 2016 CERS is taken into account, Figure 4.1 shows that the updated floorspace capacity across the borough is absorbed within the period to 2030. The capacity has largely been absorbed by several subsequently consented developments, notably new Lidl and Aldi stores off Lockitt Street and University Way in Crewe, and a new Aldi store off Black Lane in Macclesfield. Accordingly, the assessment indicates that there is no cumulative capacity requirement for additional convenience goods floorspace across Cheshire East in the period to 2030.
- 4.2.6 Given the size of Cheshire East and the number of towns/settlements within the Borough in this instance it is more appropriate to assess convenience needs at a town level. Whilst there may be no capacity at a borough wide level there may be as a result of an overprovision of foodstores in one or two towns. It is not sufficiently fine grained to assess whether there is an under provision (or overprovision) in specific parts/towns of the Borough. Accordingly, we assess convenience goods floorspace needs on a town by town basis below.

4.3 Principal Towns

- 4.3.1 Below, we assess the capacity and need for additional convenience floorspace in Crewe and Macclesfield, the Principal Towns in Cheshire East, before and after commitments/consented retail floorspace which has been developed since the 2016 CERS is taken into account.
- 4.3.2 Figure 4.2 shows that before commitments/consented floorspace developed since the 2016 CERS, the assessed floorspace capacity in Crewe is lower at each year than the figures from the 2018 CERSU, with capacity of between 1,800-2,200sq m calculated at 2030. This is primarily due to the updated assessment assessing existing convenience goods provision in Crewe not to be overtrading to such a degree as that identified in the 2018 Study Update.

4.3.3 The 2018 CERSU identified between 400-600sq m of floorspace capacity in Crewe at 2030 after commitments/consented floorspace developed since the original 2016 CERS. This updated assessment shows there is now no capacity for additional convenience goods floorspace in Crewe. This is primarily as a result of the approval of the Lidl and B&M store at Mill Street/Lockitt Street (18/5040N) in October 2018, and the Aldi store at Crewe Road Roundabout, University Way (18/6389) in June 2019.

Figure 4.2: Summary of Centre Convenience Goods Floorspace Need of Principal Towns Before and After Commitments (sq m net)

Year	2018 CERSU		2020 Update	
	Min	Max	Min	Max
Crewe				
Before Commitments/Consented Floorspace Developed since 2016 CERS				
2020	2,000	3,100	1,400	1,600
2025	2,200	3,500	1,500	1,800
2030	2,400	3,800	1,800	2,200
After Commitments/Consented Floorspace Developed since 2016 CERS				
2020	-	-	-	-
2025	200	300	-	-
2030	400	600	-	-
Macclesfield				
Before Commitments/Consented Floorspace Developed since 2016 CERS				
2020	5,900	9,300	6,300	7,600
2025	6,200	9,700	6,500	7,800
2030	6,400	10,000	6,800	8,200
After Commitments/Consented Floorspace Developed since 2016 Study				
2020	2,500	4,000	1,800	2,200
2025	2,800	4,400	2,000	2,400
2030	3,000	4,700	2,300	2,700

Note: – denotes no residual floorspace

Source:

Updated Tables 27, 29, Appendix E
Tables 27, 29, Appendix 2, 2018 CERSU
2016 Prices

4.3.4 In Macclesfield, when compared to the 2018 CERSU, it is assessed that minimum convenience floorspace capacity figures have marginally increased (between 400-800sq m net) in the period to 2030. However, due to the discounters' sales densities improving since 2018 the maximum floorspace capacity figures have decreased. By 2030 there is now assessed to be between 6,800-8,200sq m net floorspace capacity.

4.3.5 Once commitments/consented floorspace that has been developed since the original 2016 CERS are taken into account, namely the new Aldi store at Black Lane (ref. 19/3439M) and new foodstore off Congleton Road (17/1874M), the identified capacity is reduced to between 1,800-2,200sq m at 2020, 2,000-2,400sq m at 2025 and 2,300-2,700sq m at 2030.

4.4 Key Service Centres

4.4.1 Figure 4.3 sets out the updated convenience floorspace for the 9 Key service Centres in the borough before commitments, compared with assessed floorspace capacity set out in the 2018 CERSU.

Figure 4.3: Summary of Key Service Centre Convenience Goods Floorspace Need Before Commitments/Consented Floorspace Developed Since the Original 2016 CERS (sq m net)

Year	2018 CERSU		2020 Update	
	Min	Max	Min	Max
Alsager				
2020	200	300	200	200
2025	200	300	200	200
2030	200	300	200	200
Congleton				
2020	1,000	1,500	1,100	1,300
2025	1,100	1,700	1,200	1,400
2030	1,200	1,800	1,300	1,600
Handforth				
2020	-	-	-	-
2025	-	-	-	-
2030	-	-	-	-
Knutsford				
2020	3,400	5,400	3,600	4,300
2025	3,600	5,600	3,700	4,400
2030	3,600	5,700	3,800	4,600
Middlewich				
2020	1,900	3,000	1,900	2,300
2025	2,000	3,200	1,900	2,300
2030	2,100	3,200	2,000	2,400
Nantwich				
2020	1,800	2,800	1,900	2,200
2025	2,000	3,100	2,000	2,400
2030	2,100	3,300	2,100	2,600
Poynton				
2020	-	-	-	-
2025	-	-	-	-
2030	-	-	-	-
Sandbach				
2020	500	800	700	800
2025	600	900	700	900
2030	600	1,000	800	1,000
Wilmslow				
2020	-	-	-	-
2025	-	-	-	-
2030	-	-	-	-

Note: denotes no residual floorspace

Source:

Updated Tables 31, 33, 35, 37, 39, 41, 43, 45, 47, Appendix E
 Tables 31, 33, 35, 37, 39, 41, 43, 45, 47, Appendix 2, 2018 CERSU
 2016 Prices

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- 4.4.2 It is shown that in general across the Key Service Centres, the minimum assessed floorspace capacity remains at the same level or slightly higher than shown in the 2018 CERSU, while the maximum floorspace capacity is generally reduced.
- 4.4.3 Primarily due to existing convenience goods facilities overtrading, the highest level of convenience goods capacity is still identified in Knutsford (between 3,800-4,600sq m net by 2030). There is assessed to be broadly between 2,000-2,500sq m net capacity in both Nantwich and Middlewich and, to a lesser degree, capacity in Congleton (between 1,300-1,600sq m net). There is also assessed to be capacity for a small convenience store (between 800-1,000sq m net) in Sandbach.
- 4.4.4 In the period to 2030 there remains no convenience capacity in Handforth, Poynton and Wilmslow and very limited capacity in Alsager.
- 4.4.5 Figure 4.4 sets out the convenience floorspace capacity requirements, once commitments/consented floorspace that has been developed since the original 2016 CERS have been taken into account.
- 4.4.6 In Knutsford, the extension to the Aldi store at Brook Street (ref. 16/3689M) absorbs some of the previously identified capacity, but there remains a reasonable level of floorspace capacity in the town (between 3,600-4,300sq m net by 2030).
- 4.4.7 In terms of capacity in Nantwich, once the proposed expansion of Aldi at Station Road (ref. 18/3580N) and new local centre at the Kingsley Fields development (ref. 13/2471N) are taken into account, capacity is reduced to between 1,700-2,100sq m net by 2030. A lower level to that previously identified in our 2018 Study Update.
- 4.4.8 At Alsager, the limited available capacity identified prior to commitments/retail floorspace developed since the 2016 CERS is absorbed by the foodstore planning permission on the former Twyford Bathrooms Ltd site.
- 4.4.9 In Sandbach, after taking into account commitments/convenience goods floorspace developed since the 2016 CERS, only very limited levels of capacity are identified for the town (100-200sq m net by 2030).
- 4.4.10 For the centres of Congleton and Middlewich, there are no commitments/convenience goods floorspace which has been developed in these towns since the original 2016. Therefore the capacity remains as that identified earlier: between 1,300-1,600sq m net in Congleton and 2,00-2,400sq m net in Middlewich.
- 4.4.11 There continues to be no convenience goods capacity identified for the centres of Handforth, Poynton and Wilmslow.

Figure 4.4: Summary of Key Service Centre Convenience Goods Floorspace Need After Commitments/Consented Floorspace Developed Since the Original 2016 CERS (sq m net)

Year	2018 Study Update		2020 Update	
	Min	Max	Min	Max
Alsager				
2020	-	-	-	-
2025	-	-	-	-
2030	-	-	-	-
Congleton				
2020	1,000	1,500	1,100	1,300
2025	1,100	1,700	1,200	1,400
2030	1,200	1,800	1,300	1,600
Handforth				
2020	-	-	-	-
2025	-	-	-	-
2030	-	-	-	-
Knutsford				
2020	3,200	5,000	3,400	4,000
2025	3,300	5,100	3,400	4,100
2030	3,400	5,300	3,600	4,300
Middlewich				
2020	1,900	3,000	1,900	2,300
2025	2,000	3,200	1,900	2,300
2030	2,100	3,200	2,000	2,400
Nantwich				
2020	1,700	2,700	1,500	1,800
2025	1,900	2,900	1,600	1,900
2030	2,000	3,100	1,700	2,100
Poynton				
2020	-	-	-	-
2025	-	-	-	-
2030	-	-	-	-
Sandbach				
2020	-	-	-	-
2025	-	-	100	100
2030	-	-	100	200
Wilmslow				
2020	-	-	-	-
2025	-	-	-	-
2030	-	-	-	-

Note: – denotes no residual floorspace

Source:

Updated Tables 31, 33, 35, 37, 39, 41, 43, 45, 47, Appendix E
 Tables 31, 33, 35, 37, 39, 41, 43, 45, 47, Appendix 2, 2018 CERSU
 2016 Prices

5.0 Updated Comparison Goods Quantitative Retail Need Assessment

5.1 Introduction

5.1.1 This section provides an updated comparison goods floorspace capacity assessment for Cheshire East. As with the convenience floorspace assessments, both minimum and maximum floorspace requirement is identified to reflect the variations in retailer sales densities.

5.1.2 The minimum floorspace requirement assumes a sales density which is considered to be at the higher end of what could be achieved in each town, while the maximum floorspace requirement assumes a lower sales density which relates to need being met by bulky goods retailers which generally accommodate operators which achieve lesser sales densities. It is considered that the minimum floorspace requirement figures should be adopted when planning for additional floorspace.

5.2 Borough-wide Comparison Floorspace Capacity

5.2.1 Figure 5.1 below sets out the overall assessed comparison goods floorspace capacity for Cheshire East before and after commitments/consented floorspace developed since the original 2016 CERS is taken into account. It compares the updated floorspace capacity need with that identified within the 2018 Retail Study Update.

Figure 5.1: Summary of Overall Comparison Goods Floorspace Need in Cheshire East (sq m net)

Year	2018 CERSU		2020 Update	
	Min	Max	Min	Max
Before Commitments/Consented Floorspace Developed since 2016 CERS				
2020	1,400	2,300	-	-
2025	13,100	21,900	-	-
2030	26,800	44,700	-	-
After Commitments/Consented Floorspace Developed since 2016 CERS				
2020	-	-	-	-
2025	-	-	-	-
2030	11,400	19,100	-	-

Note: – denotes no residual floorspace

Source:

Updated Table 50, Appendix E

Table 50, Appendix 2, 2018 CERSU

2016 Prices

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- 5.2.2 It is shown that the comparison goods floorspace capacity requirements across Cheshire East have reduced significantly and even before commitments/consented retail floorspace developed since the 2016 CERS are taken into account, there is now no assessed comparison floorspace capacity within the borough as a whole. This is markedly different to the 2018 CERSU, which had identified floorspace requirement of between 11,400 and 19,100sq m across the borough by 2030 once committed and consented floorspace developed after the 2016 CERS was taken into account.
- 5.2.3 This is also the case for each of the Principal Towns and Key Service Centres where no capacity for additional comparison goods floorspace is now anticipated in the period to 2030 (see Tables 28, 30, 32, 34, 36, 38, 40 ,42, 44, 46, 48, **Appendix E**).
- 5.2.4 The significant reduction in floorspace capacity is attributable to a number of factors:
- lower comparison goods per capita figures identified by Experian;
 - reduced forecasts of growth in comparison goods expenditure per head;
 - higher forecasts of growth in internet shopping; and
 - higher forecast comparison goods sales density/floorspace efficiency growth.
- 5.2.5 The lack of comparison goods capacity, particularly in the short (5 years) and medium term (10 years) is not particularly surprising given the current economic climate, the number of comparison goods retailers that have either entered administration or are closing stores, and the lack of retailer demand/requirements for new physical stores.
- 5.2.6 It should be noted that the expenditure and expenditure forecast figures adopted in this update were published prior to the COVID-19 pandemic. It is evident that the impact of the pandemic has already had a negative impact on comparison goods retailers with further store closures and retailers going into administration over the past several months. Experian predict that consumer demand will continue to weaken as social distancing and low confidence leads to a drop in discretionary spending. Experian has not yet published new economic/expenditure forecasts taking into account the impact of COVID-19. It is likely updated expenditure forecast figures won't be issued until towards the end of the year once there is a clearer understanding on the economic impacts of COVID-19 on comparison goods retailing. With unemployment rising, consumer demand weakening, and more people shopping online, it is very likely that there will be a further negative impact on 'bricks and mortar' comparison goods retailing.
- 5.2.7 Accordingly, the updated comparison goods capacity assessment identifies that there is no quantitative need to plan for additional comparison goods floorspace within Cheshire East within the next 10 years.

6.0 Review of Town Centre Uses Impact Threshold

6.1 Introduction

- 6.1.1 In accordance with national planning policy, it is appropriate to identify locally set retail thresholds for the scale of edge-of-centre and out-of-centre development which should be subject to the assessment of the impact criteria set out by the NPPF and within development plan policy.
- 6.1.2 At paragraph 89, the NPPF sets a default impact threshold of 2,500sq m gross. The NPPG explains that gross retail floorspace is defined as *"the total built floor area measured externally which is occupied exclusively by a retailer or retailers, excluding open areas uses for the storage, display or sale of goods"* (paragraph 16).
- 6.1.3 Draft SADPD Policy RET3 sets out the proposed impact threshold for Cheshire East and has been informed by the 'Threshold Policy for Main Town Centre Uses Impact' Report (Impact Threshold Policy Report) produced by WYG in 2017
- 6.1.4 This section reviews the conclusions of the 2017 Impact Threshold Policy Report and assesses whether, in light of the updated evidence presented within this Study Update, any changes are required.

6.2 2017 Main Town Centre Uses Impact Threshold Report

- 6.2.1 As set out above, the 2017 Impact Threshold Policy Report was commissioned by the Council to inform future town centre policy and provide evidence to set out a justification for applying impact assessment thresholds across the borough.
- 6.2.2 Utilising a variety of evidence, including an analysis of retail floorspace composition across the borough and the in-centre health check assessments undertaken for the 2016 Retail Study, the report concluded that a tiered approach should be adopted whereby the impact assessment threshold applied to proposals for edge-of-centre and out-of-centre locations vary in relation to the size, role and function of a particular centre.
- 6.2.3 For the Principal Towns of Crewe and Macclesfield, a retail impact threshold of 500sq m was recommended based upon, inter alia, the health checks undertaken, the average unit sizes and retail compositions of the centres and the size of competition from edge and out of centre development. It was considered that the threshold would be low enough to account for the identified vulnerabilities of the centres whilst providing the freedom for smaller developments to escape the need for an impact test.

6.2.4 As with the Principal Towns, the recommended floorspace threshold for Key Service centres was based upon the proportions and size compositions of each centre. The report recommended that a threshold of 300sq m should be applied to developments in these centres.

6.2.5 The report recommended a lower retail impact assessment threshold of 200sq m for Local Service Centres. The average unit size was identified as between 130 – 158sq m, while anchor stores were typically between 200 – 300sq m. As smaller centres are generally more susceptible to smaller edge and out of centre development, a lower threshold was deemed appropriate.

6.2 Review of Town Centre Uses Impact Assessment Policy Thresholds

6.2.1 Following the assessments undertaken within this Study Update having regard to the current health, performance, unit and floorspace composition of each centre; increasing competition from the internet; the reduced level of quantitative retail need capacity; the current economic retail climate; and the availability of units capable of meeting potential national multiple occupiers in each centre, WYG considers that the impact thresholds set out in draft SADPD Policy RET3 should be retained.

6.2.2 In reviewing the impact thresholds, we have taken into account the current economic climate, the reduced retail capacity figures identified in this Study and the potential short to medium-term impacts of COVID-19.

Principal Centres

6.2.3 As the largest centres in Cheshire East, it remains appropriate that the impact thresholds for Crewe and Macclesfield reflect their size in proportion to the other centres in the borough. Having regard to the updated health check and capacity assessments we consider that the 500sq m gross impact threshold is still applicable.

6.2.6 The updated analysis shows that both town centres continue to experience competition from out-of-centre development including the Silk Road and Lyme Green Retail Parks in Macclesfield and the Grand Junction Retail Park in Crewe. The committed out-of-centre development at the former Barracks Mill site off Black Lane in Macclesfield will increase this competition further.

6.2.4 The average unit sizes within each centre have not materially changed since 2016. In Crewe and Macclesfield anchor units represent units of 500sq m or above. There continue to be relatively few units of this size so any loss of an occupier of this scale could have a significant adverse impact on a centre.

6.2.5 The health checks indicate that both Crewe and Macclesfield are in reasonable health although both continue to display a number of weaknesses which are likely to be compounded by the potential implications arising from COVID-19.

6.2.6 While the proposed 500sq m threshold is significantly below that set out within the NPPF, the threshold continues to reflect the composition and size of the centres and takes account the reduced forecast of identified floorspace capacity for both convenience and comparison goods. The threshold is also still considered low enough to help address the vulnerabilities from out-of-centre development whilst providing sufficient flexibility for smaller developments to avoid the need for impact tests should it come forward.

Key Service Centres

6.2.7 The 9 Key Service Centres continue to cater for more localised retail and service needs with the average unit size in these centres being smaller than in Crewe or Macclesfield. We consider that the recommended lower threshold of 300sq m gross for Key Service Centre continue to be appropriate:

- The updated analysis shows that the 9 Key Service Centres continue to experience some development pressure from out-of-centre development, particularly Handforth, which is close to two large retail parks.
- The thresholds reflect the proportions and size compositions of the Key Service Centres. Unit sizes of 500sq m for convenience retailers still anchor the majority of Key Service Centres. For comparison retailers and leisure uses this figure is 300sq m.
- The updated health checks identify that the majority of Key Service Centre continue to remain healthy, with some centres seeing improvements since 2016.
- The Key Service Centres continue to experience some edge and out-of-centre development pressure.

Local Service Centres

6.2.7 The Local Service Centres continue to be more susceptible to smaller edge and out-of-centre development, suggesting a lower threshold is still appropriate to those applied on Principal Towns and Key Service Centres.

6.2.8 In order to help maintain vital and viable Local Service Centres in Cheshire East we recommend that the 200sq m gross threshold previously set out in our 2017 study should also remain:

- the threshold continues to reflect the proportions and size compositions of the Local Service Centres:
 - Convenience retailers continue to anchor the majority of Local Service Centres and generally occupy units of between 200-300sq m gross.
 - Unit sizes in the Local Service Centres remain largely unchanged. Average convenience retail unit size is circa 160sq m, for comparison it is 130sq m and for leisure 140sq m.

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- Typically, Local Service Centres continue to have one to two convenience anchors and one comparison anchor and as such, the loss of one reasonably small retailer could have a significant impact on the 'health' of the centre.
 - Our updated health-check analysis shows that generally the centres continue to remain healthy.

6.3 Summary

6.3.1 In summary, we consider that the updated evidence presented within this report does not change our recommended impact thresholds set out in our 2017 Impact Threshold Policy Report and subsequently included within SADPD Draft Policy RET3:

- Principal Towns – 500sq m gross;
- Key Service Centres (Town Centres) – 300sq m gross; and
- Local Service Centres (Local Centres) – 200sq m gross.

6.2.8 It is important to note that the thresholds should not only apply to new floorspace, but also to changes of use and variations of condition to remove or amend restrictions on how units operate in practice. In considering proposals for variations of condition, the threshold should apply to the whole of the unit in question, rather than just the quantity of floorspace subject to the condition. We would advise that this is set out in Policy RET3 or its supporting text/information to make sure the threshold is interpreted correctly.

7.0 Review of Publication Draft SADPD Town Centres & Retail Policies

7.1 Introduction

- 7.1.1 In this section of the Study we review the town centre and retail policies of the Publication Draft SADPD and provide guidance to the Council on areas where the policies could be strengthened in response to the issues identified by this 2020 Study Update
- 7.1.2 Draft town centres and retail policy is set out in section 9 of the Publication Draft SADPD. The section provides 11 policies: RET1 – RET11. We provide our recommendation on each draft policy in turn below. However, due to the Study Update not relating to all policy matters this section does not consider the following policies:
- Draft Policy RET 4: Shop fronts and security
 - Draft Policy RET 6: Neighbourhood Parades of Shops
 - Policy RET 9: Environmental Improvements, Public Realm and Design in Town Centres

7.2 Draft Policy RET 1: Retail Hierarchy

- 7.2.1 Draft Policy RET 1 reproduces the hierarchy of retail centres in Cheshire East as set out within Local Plan Strategy (LPS) Policy EG 5 'Promoting a Town Centre First Approach to Retail and Commerce'.
- 7.2.2 Whilst the retail hierarchy is already set/adopted in the LPS, and it is not for the SADPD to review the hierarchy, having regard to our review and health checks of the Principal, Key Service and Local Service centre, we consider that the hierarchy is still appropriate.
- 7.2.3 Given that a review and health check of the defined Local Urban Centres and Neighbourhood Parades has not been undertaken as part of this commission we are unable to advise or provide recommendations on the suitability/appropriateness of these order centres.

7.3 Draft Policy RET 2: Planning for Retail Needs

- 7.3.1 Draft Policy RET 2 and its supporting text sets out the retail convenience and comparison goods floorspace needs for the Borough. Given that there is now identified to be nil quantitative retail need floorspace capacity within the Borough to 2030 (after commitments/retail floorspace developed since the 2015 household survey) Table 9.2 should be updated to show where there is identified convenience capacity at a town level. There is assessed to be no capacity for comparison goods floorspace at a town level so this should also be clarified in this policy.

7.3.2 RET 2 refers to retail floorspace needs being delivered on strategic allocated sites in the LPS. We have not been asked to review the LPS allocated site as part of this commission. We would however note that, given the revised retail floorspace capacity figures, sufficient flexibility should be given when considering uses within potential development proposals on these sites so as to avoid stifling redevelopment which would contribute to the vitality and viability of defined centres.

7.3.3 We note, in accordance with our 2018 Retail Study Update, supporting text to Policy RET 2 makes reference to making sure that expenditure growth forecasts in the longer term are treated with caution given the inherent uncertainties in predicting the economy's performance over time. We consider that the supporting text should remain, particularly given the current implications of COVID 19. Retail assessments should be reviewed on a regular basis in order to make sure that forecasts over the medium and long term are reflective of any changes to relevant available data.

7.4 Draft Policy RET 3: Sequential and Impact Tests

7.4.1 Criterion 1. of the policy sets out that sequential approach test will be applied to planning application for main town centre uses that are not in a defined centre. It is noted that 'Local Urban Centres' identified in Draft Policy RET1 are not included as 'defined centres'. Instead the policy states that, if Local Urban Centres fall within a catchment of a planning application proposal, they should be considered after town and edge of centre locations in the defined centre is considered. We recommend, if Local Urban Centres are to be afforded policy protection, and for the policy to be in accordance with the NPPF, they should be included as a defined centre. Reference to sites in Local Urban Centres being considered as sequentially inferior to edge of centre site should be deleted.

7.4.2 We also note that Criterion 1. of the policy makes reference to the requirement to assess potential sequential sites in terms of suitability, availability and viability. Viability is no longer a separate test requirement in the NPPF. It can however be a consideration in terms of whether a site is suitable. We would recommend reference to viability be removed from the policy.

7.4.3 Criterion 2. As set out in Section 6, we consider that the floorspace thresholds set out Criterion 2. of the policy whereby an impact assessment is required for main town centre use planning applications remain appropriate:

- Principal Towns – 500sq m gross;
- Key Service Centres (Town Centres) – 300sq m gross; and
- Local Service Centres (Local Centres) – 200sq m gross.

-
- 7.4.4 In accordance with the NPPF Criterion 3. requires that the impact floorspace thresholds also applies to extend existing retail stores in edge-of-centre and out-of-centre locations and also planning application to vary the user/goods permitted to be sold. As previously advise in Section 6, the threshold should apply to the whole of the unit in question, rather than just the quantity of floorspace subject to the condition. We advise that this is also confirmed in Criterion 3.
- 7.4.5 The wording of Criterion 4 of the policy is in accordance with paragraph 90 of the NPPF which states that where an application fails to satisfy the sequential test or is likely to have a significant adverse impact it should be refused. However, the Council should be aware that in the case of Zurich Assurance Limited v North Lincolnshire Council judgment [2012] EWHC 3708 (Admin), the Court confirmed that the failure of the sequential approach or retail impact tests and the consequent presumption of refusal, is just one consideration which the Local Planning Authority must balance against other considerations to see whether or not it is outweighed by other such considerations. The Council may want to consider including reference to this in the supporting text to the policy to make sure Criterion 4 is interpreted correctly.

7.5 Draft Policy RET 5: Restaurants, Cafes, Pubs and Hot Food Takeaways

- 7.5.1 Criterion 1 of Draft Policy RET 5 permits the change of use of premises to A3 (restaurants and cafes), A4 (drinking establishments) and A5 (hot food takeaways) use classes where they comply with other policies in the development plan and where there will be no adverse effect on the character of the area, amenities of nearby residences and community or highway safety. We consider that Criterion 1 of policy is in general accord with the NPPF which encourages town centres to grow, diversify, and allow a suitable mix of uses.
- 7.5.2 Criterion 2. adds that where planning permission is granted planning conditions will be imposed. We consider that the conditions which "may be imposed" are appropriate.
- 7.5.3 Criterion 3. relates to hot food takeaways within 400 metres of a secondary school or sixth form college. Given the scope of this commission it is not appropriate for us to advise or comment on health and wellbeing matters and the suitability of opening hours.
- 7.5.4 Criterion 4. encourages, subject to specific criteria being met, external dining and seating. We consider, external dining and seating can significantly contribute to the vitality and viability of centres and subject to amenity and other matters, should be encouraged. It is therefore considered that this part of the policy is in accordance with the NPPF.

7.6 Draft Policy RET 7: Supporting the Vitality of Town and Retail Centres

- 7.6.1 Criterion 1. confirms that town centre locations are the primary location for main town centre use to support their long-term vitality and viability. We can confirm that this is both in accordance with the NPPF and in line with LPS Policy EG5.
- 7.6.2 We consider that Criterion 3. of the policy, whilst recognising that it is important to retain a retail function in the town centre, allows sufficient flexibility (beyond that allowed under permitted development rights) in the primary shopping area to allow potential other town centre uses. However, we note that in the supporting text (paragraph 9.31) it is stated that in order to demonstrate the absence of market demand under criterion 3(ii) "the council will normally expect that the premises have been properly marketed through a commercial agent for at least 12 months...". A unit being vacant for a period of 12 months could negatively impact on the vitality and viability of a centre and may prevent a centre responding to the changing market. For this reason, we do not consider that the 12 month minimum period should be necessarily be applied in all circumstances and instead should be determined on a case by case basis. The current wording "normally" provides some flexibility for the Council to apply this.
- 7.6.3 In terms of Criterion 4. given that we recommend that 'Local Urban Centres' should be given policy protection and as such be included as 'defined centres' under Draft Policy RET 3.
- 7.6.4 Criterion 4. states that in a local centre or local urban centre development proposals should be of a scale commensurate with the centre's role and function. We consider this part of Criterion 4 to be acceptable and in accordance with the NPPF. Criterion 4 then goes on to state that an exception to this may be made where the local urban centre is demonstrated to be, sequentially, the preferred location for new retail development in line with criterion 1 of Policy RET 3 'Sequential and impact tests'. Given that we recommend that RET 3 be amended so Local Urban Centres are included as 'defined centres' the second part of Criterion 4 is not required.

7.7 Draft Policy RET 8: Residential Accommodation in the Town Centre

- 7.7.1 Draft Policy RET 8 sets out that additional residential accommodation in principal town centres and town centres will be supported in principle including through the conversion of under-utilised upper floors of commercial buildings, the inclusion of residential uses within mixed-use developments, and the redevelopment of existing sites.
- 7.7.2 We consider both the purpose and wording of the policy to be appropriate and in accordance with the NPPF. As many town centres evolve residential use is going to play an increasingly important part in providing an appropriate, balanced and vibrant range of uses.

7.8 Draft Policy RET 10: Crewe Town Centre

- 7.8.1 Draft Policy RET 10 identifies the Council's support for opportunities for improving and regenerating Crewe Town Centre. It sets out the 4 'Development Areas' in the town centre and identifies what development scheme would be supported.
- 7.8.2 As part of this Study Update we have not been asked to review the uses/development which is supported in the 'Development Areas'. We do however consider it important, in order to respond promptly to changes in the retail/town centre climate, that the policy provides sufficient flexibility to allow potential alternative acceptable town centre redevelopment to take place in these 'Development Areas'. For example, Criterion 2 currently identifies support for a leisure led mixed use regeneration scheme on the Royal Arcade Development Area which should be anchored by a multiplex cinema. In the potential event that the demand for a new cinema falls away, an alternative scheme may be brought forward which doesn't include a cinema anchor. Such an alternative scheme could be considered to be in conflict with this policy and in turn could delay or prevent alternative acceptable development coming forward which in itself could harm the vitality and viability of the centre.

7.9 Draft Policy RET 11: Macclesfield Town Centre and Environs

- 7.9.1 Similar to Draft Policy RET 10 this policy sets out the Council's support of a range of measures to improve and regenerate Macclesfield Town Centre. Specific measures relating to seven 'Character Areas' within the town centre are listed alongside the support for enhancements to the public realm across the town centre.
- 7.9.2 Given our health check update findings for the town centre we support both Criterion 1 and 2 which relate to supporting public realm enhancements.
- 7.9.3 Criterion 3-8 relate to the identified 'Character Areas'. As part of this Study Update we have not been asked to review or consider the 'Character Areas'. We are therefore not in a position to comment on the details within these criteria. However, as noted in our recommendations for Draft Policy RET 10, it is important, in order to respond promptly to changes in the retail/town centre climate, that the policy provides sufficient flexibility to allow potential alternative acceptable town centre redevelopment to take place in the character areas.

7.10 Summary

- 7.10.1 This section of the Study has reviewed the town centre and retail policies of the Publication Draft SADPD. Draft town centres and retail policy is set out in section 9 of the Publication Draft SADPD (RET 1 – 11).

7.10.2 It provides a number of suggested changes / recommendations for the Council to consider in taking forward Draft Policies RET 1, 2, 3, 7, 10 and 11. Given the scope of this Study Update we have not provided any recommendations on Draft Policy RET 4: Shop fronts and security, Draft Policy RET 6: Neighbourhood Parades of Shops or Policy RET 9: Environmental Improvements, Public Realm and Design in Town Centres.

8.0 Conclusions

8.1 Introduction

8.1.1 This Study provides a partial update of our 2016 Cheshire East Retail Study (CERS) and the 2018 Cheshire East Retail Study Update (CERSU). The key purpose of this update is to partially update the evidence base to support the emerging Site Allocations and Development Policies Document (SADPD).

8.1.2 This Study Update:

- provides updated qualitative vitality and viability health check assessments of the Principal Towns, Key Service Centres and Local Service Centres in Cheshire East;
- provides a quantitative capacity assessment update of comparison and convenience retail floorspace needs over the emerging plan period to 2030;
- reviews the conclusions of our 2017 Retail Impact Threshold Test Study; and
- reviews the draft retail policy context (Publication Draft SADPD Policies RET 1 – RET 11) of the Publication Draft SADPD.

8.2 Qualitative Health Check Updates

8.2.1 The updated health check assessments find that the majority of centres in Cheshire East are vital and viable. Crewe and Macclesfield have benefitted from recent investment, while the Key Service Centres of Nantwich, Poynton and Sandbach in particular are performing well.

8.2.2 Not all centres are performing as well as others. Potential interventions are recommended within Congleton to seek to encourage the redevelopment/reuse of Capitol Walk Shopping Centre and 'The Mills', and in Middlewich to undertake public realm improvements.

8.2.3 It is important to note that the full implications of COVID-19 are not yet known. The following 6-12 months are likely to be very challenging for retail and leisure businesses across the borough which in some cases could have a significant impact on the composition and occupancy rates within the centres.

8.3 Quantitative Retail Capacity Updates

Convenience Goods

- 8.3.1 The updated capacity assessment identifies, primarily due to existing convenience goods facilities overtrading, that the highest level of convenience goods floorspace capacity is identified in Knutsford (between 3,600-4,300sq m net). There is assessed to be broadly between 2,000-2,700sq m net capacity in both Macclesfield and Middlewich and, to a lesser degree, capacity in Nantwich (between 1,700-2,100sq m net) and Congleton (between 1,300-1,600sq m net).
- 8.3.2 There is assessed to be very limited convenience goods capacity in Sandbach (100-200sq m net) and no convenience goods capacity in the centres of Crewe, Handforth, Poynton and Wilmslow in the plan period.

Figure 7.1: Summary of Convenience Goods Floorspace Need, 2030

Town	Floorspace (sq m net)	
	Min	Max
Crewe	0	0
Macclesfield	2,300	2,700
Congleton	1,300	1,600
Handforth	0	0
Knutsford	3,600	4,300
Middlewich	2,000	2,400
Nantwich	1,700	2,100
Poynton	0	0
Sandbach	100	200
Wilmslow	0	0

Notes:

Floorspace capacity is after Commitments/Consented Floorspace Developed Since the Original 2016 CERS

Comparison Goods

- 8.3.3 Comparison goods floorspace capacity requirements across Cheshire East have reduced significantly and even before commitments/consented retail floorspace developed since the 2016 CERS are taken into account, there is now no assessed comparison floorspace capacity within the borough as a whole.
- 8.3.4 This is also the case for each of the Principal Towns and Key Service Centres where no capacity for additional comparison goods floorspace is now anticipated in the period to 2030.

8.4 Review of Town Centre Uses Impact Threshold

8.4.1 The updated evidence presented within this report does not change our recommended impact thresholds set out in our 2017 Impact Threshold Policy Report and subsequently included within SADPD Draft Policy RET3:

- Principal Towns – 500sq m gross;
- Key Service Centres (Town Centres) – 300sq m gross; and
- Local Service Centres (Local Centres) – 200sq m gross.

8.4.2 It is important to note that the thresholds should not only apply to new floorspace, but also to changes of use and variations of condition to remove or amend restrictions on how units operate in practice. In considering proposals for variations of condition, the threshold should apply to the whole of the unit in question, rather than just the quantity of floorspace subject to the condition. We would advise that this is set out in Policy RET3 or its supporting text/information to make sure the threshold is interpreted correctly.

8.5 Review of Publication Draft SADPD Town Centres & Retail Policies

8.5.1 Section 7 of the Study has reviewed the town centre and retail policies of the Publication Draft SADPD. Draft town centres and retail policy is set out in section 9 of the Publication Draft SADPD (RET 1 – 11).

8.5.2 It provides a number of suggested changes / recommendations for the Council to consider in taking forward the following Draft Policies:

- RET 1: Retail Hierarchy;
- RET 2: Planning for Retail Needs;
- RET 3: Sequential and Impact Tests;
- RET 7: Supporting the Vitality of Town and Retail Centres;
- RET 10: Crewe Town Centre; and
- RET 11: Macclesfield Town Centre and Environs.

8.5.3 Given the scope of this Study Update we have not provided any recommendations on Draft Policy RET 4: Shop fronts and security, Draft Policy RET 6: Neighbourhood Parades of Shops or Policy RET 9: Environmental Improvements, Public Realm and Design in Town Centres.

Appendices

Appendix A

Principal Centres - Vitality and Viability Health Check Updates

1.1 Introduction

1.1.1 The appendix sets out the health check updates for Crewe Town Centre and Macclesfield Town Centre. It takes as a starting position the findings of the 2016 Retail Study and provides updates, as necessary using the fieldwork undertaken to inform the assessments.

1.2 Crewe Town Centre Health Check

The 2016 Retail Study Findings

- 1.2.1 The health check assessment for Crewe previously carried out by WYG in 2016, concluded that the health of Crewe Town Centre had declined in recent years and that it required intervention to improve the retail and service offer of the centre.
- 1.2.2 The 2016 study identified that there were 228 units within the study area occupying 77,380sq m of floorspace. More specifically, the results from the study found that the town centre was well represented in terms of the proportion of convenience and comparison goods units, when compared to the national average, but underrepresented in terms of its service provision. The vacancy rate in Crewe was high with 57 units unoccupied providing 10,950sq m floorspace, which is an increase since the previous study was undertaken in 2011. There was also a strong representation from national multiple retailers, however, the majority of these were focused on the value end of the market.
- 1.2.3 The area surveyed in the 2016 Retail Study was the Goad Plan Area. That included the units within the Crewe Town Centre boundary as defined by the Crewe and Nantwich Replacement Local Plan, as well as 12 additional units located on Victoria Street, Oak Street, Forge Street and Vernon Way. To ensure a like for like comparison, this update deals with the same area and is referred to throughout this health check area as the Goad centre boundary. Figure 1.1 below shows the area covered by the Goad centre boundary.

Diversity of Main Town Centre Uses & Retailer Representation

- 1.2.4 WYG's October 2019 diversity of use survey taken from Experian data identifies a total of 246 units and a total floorspace provision of 78,240sq m within the Goad centre boundary for Crewe. Since the 2016 Retail Study, there has been an increase of 8 units and 860sq m floorspace.
- 1.2.5 A summary of the diversity of main town centre uses is illustrated at Figure 1.1 below and summarised in Figures 1.2 and 1.3 in terms of split of units and quantum of floorspace for 2016 and 2019 respectively.



Figure 1.1: Diversity of Uses within Crewe Town Centre

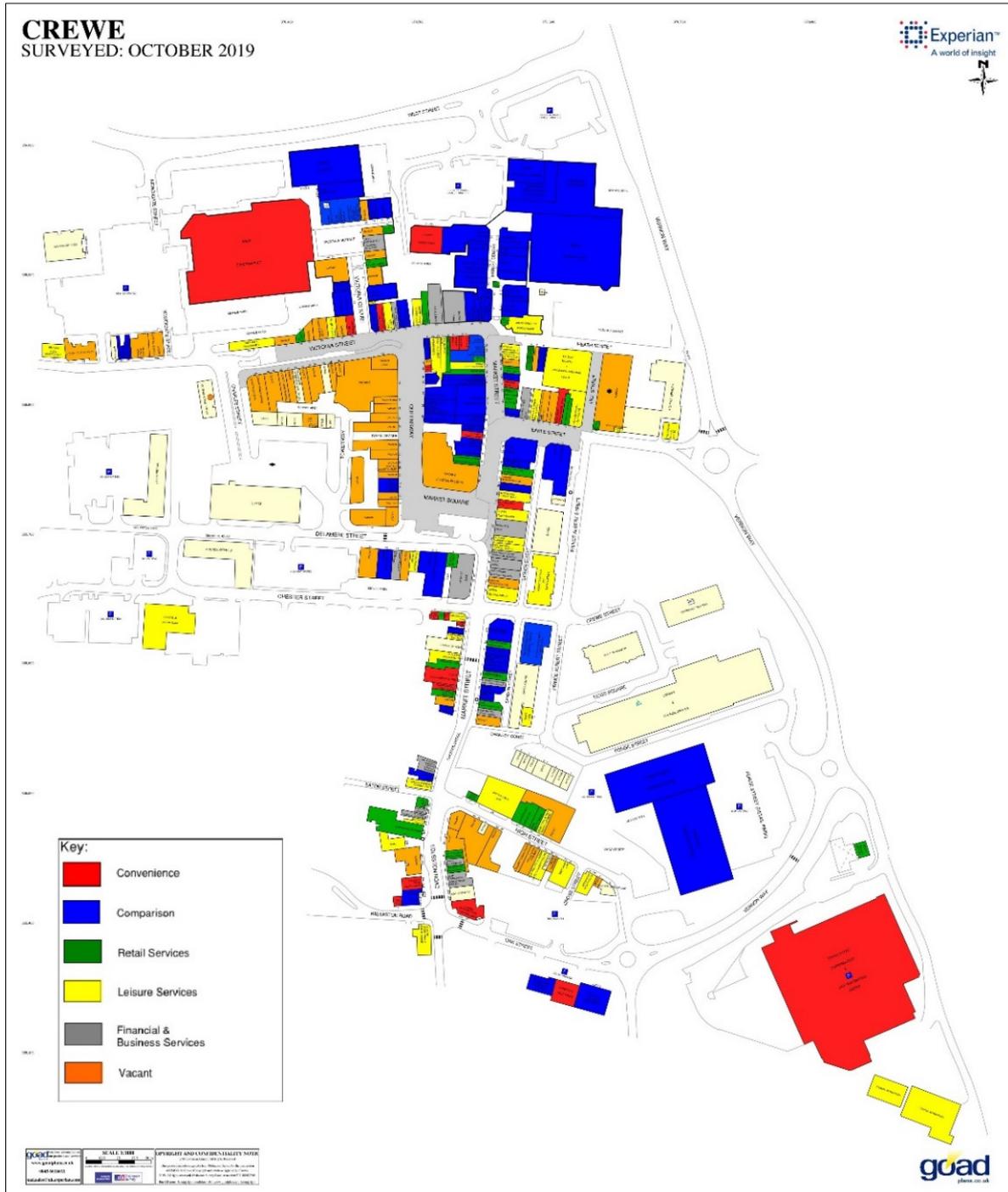


Figure 1.2: Summary of Units in Crewe Town Centre 2019 and 2016

	2019		2016		UK Average
	No.	%	No.	%	
Convenience	21	9	19	8	9
Comparison	77	31	76	32	29
Retail Services	29	12	28	12	15
Leisure Services	40	16	35	15	24
Financial and Business Services	19	8	23	10	10
Vacant	60	24	57	24	12
Total	246	100	238	100	100

Figure 1.3: Summary of Floorspace in Crewe Town Centre 2019 and 2016

	2019		2016		UK Average
	Sq m	%	Sq.m	%	
Convenience	18,990	24	18,750	24	15
Comparison	27,500	35	30,060	39	34
Retail Services	3,120	4	2,660	3	7
Leisure Services	11,260	14	10,750	14	26
Financial and Business Services	3,370	4	4,210	5	7
Vacant	14,000	18	10,950	14	11
Total	78,240	100	77,380	100	100

Notes: figures may not add due to rounding
 UK average from Experian Goad Category Report (February 2020)

Convenience Goods

- 1.2.6 In terms of convenience shopping provision, Crewe is currently well represented, with two major convenience goods retailers within the Goad centre boundary, being the Asda foodstore at the Victoria Centre and the Tesco Extra foodstore off Vernon Way. There are currently 21 convenience units within the town centre which represents 9% of the total units and 24% of the total floorspace. The provision of convenience goods units is comparable to the national average, however, in floorspace terms, is substantially higher than the national average, at 15%. This reflects the inclusion of the Tesco store being the largest convenience goods unit with a gross floorspace figure of 9,980sq m. However, it should be noted that this store is located outside of the town centre boundary as defined by the Crewe and Nantwich Replacement Local Plan.
- 1.2.7 Since the previous study in 2016, the number of convenience goods units in the GOAD centre boundary has increased by 2 units and the convenience goods floorspace has increased by 860sq m. The majority of convenience goods units in Crewe continue to be operated by independent retailers, with the exception 7 multiple retailers including Tesco, Asda, Greggs, Timpson and Farmfoods.



Comparison Goods

- 1.2.8 There is a reasonably good representation of comparison goods retailers within Crewe. There are 77 comparison goods units within the Goad centre boundary which accounts for 31% of the total units and 35% of total floorspace. Both the comparison goods units and floorspace provision are slightly above the national average which is 29% for comparison goods units and 34% for floorspace provision.
- 1.2.9 The provision of comparison goods units has remained constant over the period since 2016, which is a good sign of stability within the centre. The largest comparison goods unit in the centre is Wilko in the Market Centre with a floorspace of 3,650sq m gross. Other large units include Dunelm Mill (3,200sq m), Home Bargains (2,480sq m) and One Below (1,720sq m). The majority of the comparison goods are situated in the northern half of the town centre within the primary shopping area.

Retail Services

- 1.2.10 The Goad centre boundary currently provides 29 retail service units comprising 12% of the total amount of units. This is below the national average which is 15%. The provision of retail service floorspace in Crewe represents 4% of the total floorspace. This figure also is much lower than the national average which is 7%.
- 1.2.11 When comparing the provision of retail service units to that at 2016, it can be seen that both the number of units and proportion of floorspace are very similar.

Leisure Services

- 1.2.12 There are 40 leisure service units in the town centre which represent 16% of the total units in the Goad centre boundary and 14% of the floorspace provision. Both of these figures are considerably lower than the national average which is 24% for leisure service units and 26% of for floorspace provision.
- 1.2.13 Notwithstanding the above, the provision of leisure service units has improved since the 2016 study, particularly the number of units which has increased by 5. The largest leisure service unit in Crewe is the Crewe Heritage Centre with a floorspace of 1,570sq m. Other larger units include Harlequin Café Bar/ Lyceum Theatre and the Crewe Lifestyle centre on Moss Square outside of the GOAD boundary. The majority of the leisure units in the centre are of a small size with 65% having a floorspace below 200sq m. The leisure services are sporadically distributed in the centre.



Financial and Business Services

- 1.2.14 Crewe has 19 financial and business service units, which comprise 8% of the total number of units. This is a slightly below the national average figure of 10% as provided by Goad. In regard to the level of floorspace, this sector proportionally accounts for less floorspace than the national average, with 4% of the centre's total floorspace occupied by businesses in this sector compared to a national average of 7%. In comparison to the previous health check within the 2016 study, financial and business service units have reduced by 4 units.
- 1.2.15 Retail banks, financial service providers and legal service providers are the most represented types of business within the sector. A total of nine retail banks, four financial services businesses and three employment and career service units are located within the centre. National multiples include HSBC, Halifax, Natwest and Santander. A large cluster of financial and business service units are present to the southern half of the centre on both Market Street (to the south of Earle Street) and the eastern periphery of Delamere Street.

Non-Food Retail Units

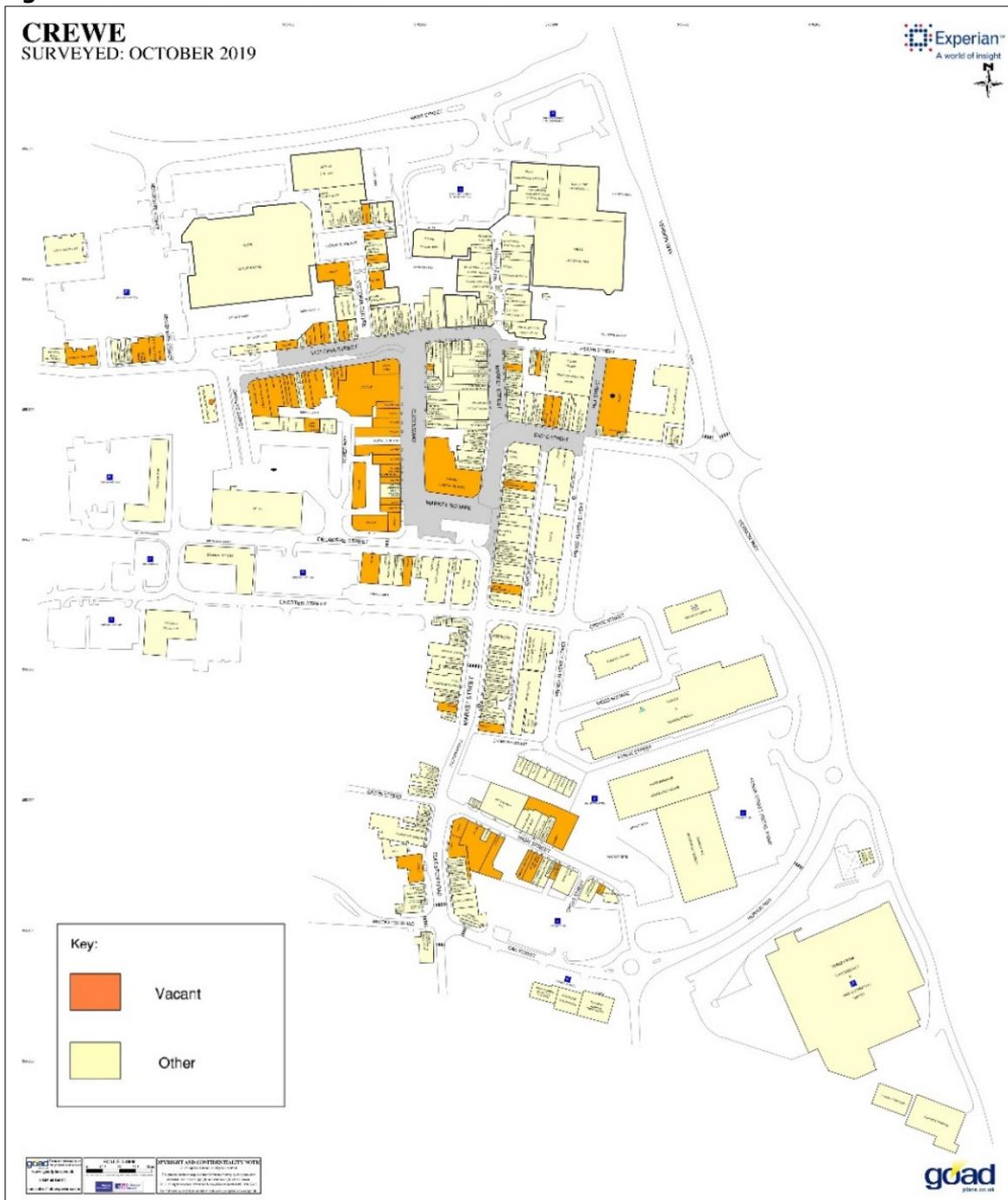
- 1.2.16 Additionally, to the retail offering within Crewe, the centre benefits from a number of key services and land uses. The other key services in Crewe include Cheshire East Council Offices, Job Centre Plus and Community Centres including, for example, the Salvation Army Centre on Prince Albert Street.

Vacancies

- 1.2.17 There are currently 60 vacant units located within the Crewe Goad area, accounting for 24% of the total units and 18% of the total floorspace, see Figure 1.4 below. These vacancy figures, using the Crewe Goad centre boundary, are both significantly higher than the national average which is for the number of units 12% and for vacant floorspace 11%. The largest vacant units are at No. 29 Queensway (1,390sq m) and Nos. 39-47 Market Street (1,340sq m). Another large vacant unit is the Crewe Market Hall building which has a floorspace of 1,280sq m. It should be noted that that the Market Hall is currently undergoing a £3m redevelopment, meaning that it will be soon back to active economic use.



Figure 1.4: Distribution of Vacant Units in Crewe Goad Plan Area



1.2.18 Looking at the vacancy rates since 2009, they have gradually increased across the Goad centre boundary for both the number of units and floorspace over this period. There were 36 vacant units in Crewe in 2009 which had risen to 57 units by 2016. Thus, over the ten-year period since 2009, there has been an overall increase of 24 vacant units within the centre.



1.2.19 The total number of units does not necessarily tell the whole story. Out of the 60 vacant units present in the town centre, 47 of these are situated within the primary shopping area and a large proportion are linked to the proposed redevelopment of the Royal Arcade site in Crewe. Specifically, 24 of these vacant units are located in the area that is allocated for the Royal Arcade redevelopment. When these units are excluded from the vacancy rate, the rates falls to 15% of the total units, which, whilst still higher, is more akin to the national average position.

1.2.20 The Council undertakes yearly shopping surveys of its Principal Towns and Key Service Centres based on the town centre boundaries in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively). Figure 1.5 (below) presents a comparison between the proportion of vacant units in the town centre of Crewe as a snapshot in 2016 compared to the March 2020 position. It is important to note that:

- the boundaries for the Council’s monitoring data reflects the town centre boundary in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively) rather than the GOAD centre boundary reported in other aspects of the health check report; and
- the March 2020 shopping survey represents a position pre COVID-19

Figure 1.5: Crewe Vacancy Rate Based on Council Shopping Survey Data

	2016	2020
Vacancy Rate	44 vacant units out of 230 (19%)*	65 vacant units out of 229 units (29%)**

Source:

*CEC 2016/17 Authority Monitoring Report (table 12.26)

** CEC Shopping Survey, March 2020

Retailer Representation

1.2.21 National multiple retailers, such as Boots, Marks & Spencer and Primark, can act as anchor tenants in a centre and can add to its appeal and create additional pedestrian footfall. In the previous study in 2016, Crewe contained 17 out of the list of 25 ‘Major Comparison Retailers’ produced by Experian Goad. Since 2016, the town centre has retained the majority of its multiple retailers, but has lost 2, including Marks and Spencer and River Island which are now located within the Grand Junction Retail Park which is situated just outside the centre. Thus, the centre now has 15 out of the 25 ‘Major Comparison Retailers’; these are concentrated particularly along Market Centre and the northern section of Market Street.



1.2.22 National multiple retailers for comparison goods in Crewe include Argos, Wilko, B&M Bargains, Ernest Jones, JD Sports, Topshop, Boots, Burton and New Look. As noted in 2016, these are skewed towards the value-end of the market. For financial and business services, the centre has retained a number of national multiple operators, such as, Natwest, Santander, Nationwide, HSBC, Barclays and Co-operative Bank.

Pedestrian Flows

1.2.23 Pedestrian flows were observed in Market Centre, the eastern side of Queensway and the central section of Market Street. Lower levels of footfall were observed on Victoria Street, particularly surrounding the vacant units associated with the Royal Arcade redevelopment, and to the west of Newdigate Street.

Accessibility

1.2.24 The accessibility of the centre remains as per the 2016 Retail Study findings. There is a range of car parks serving the centre, with car parking options having been well maintained since the previous study. Access to the centre by public transport is provided by Crewe Railway Station some 1km to the south and the bus station is located within the Goad area.

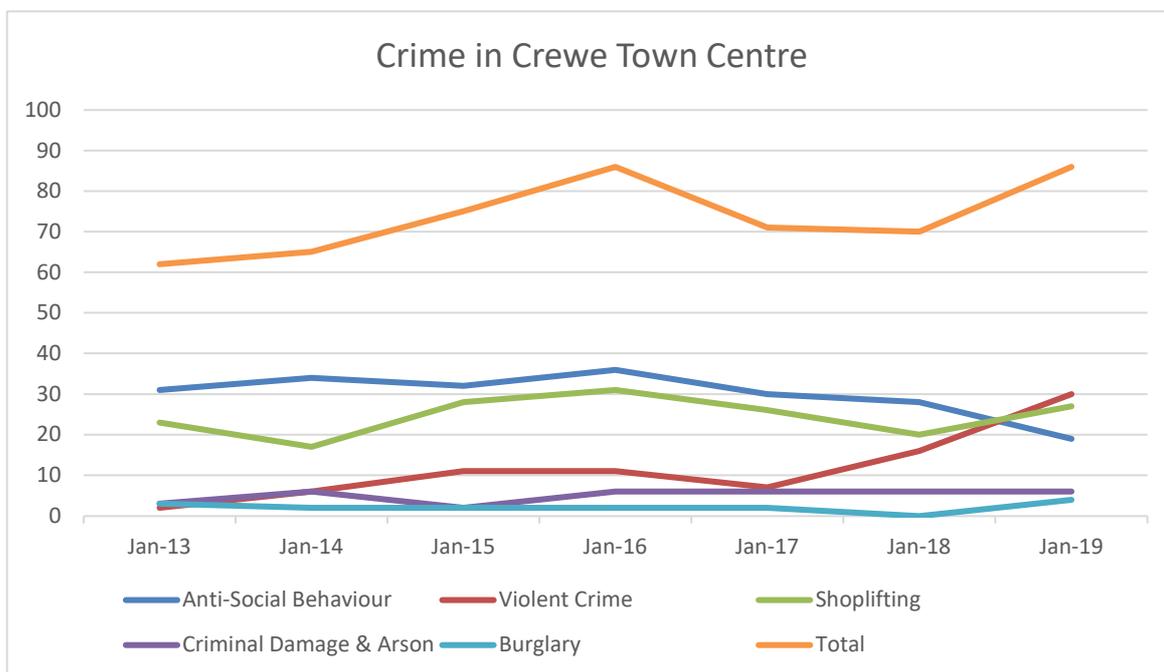
1.2.25 There are pedestrianised areas within the central area of the town centre, which provides easy and convenient access on foot to the centre's shops and services. A number of cycle stands are situated throughout the centre including at the Lyceum Square, Market Centre and within various customer car parks.

Perception of Safety and Occurrence of Crime

1.2.26 Crime statistics from ukcrimestats.com show that between September 2018 to September 2019, there were 86 crimes reported which related to Anti-Social Behaviour, Violent Crimes, Shoplifting, Criminal damage and Burglary. Collectively crime has increased over the last 2 years (since January 2017) however, turning to the reporting of specific crimes this has fluctuated and there is no consistent trend.



Figure 1.6: Reported Crimes in Crewe Town Centre (September 2018-19)



1.2.27 The most commonly reported crimes in September 2019 were violent crimes with 30 incidents reported. This is a rise of 14 more cases since the previous year and incidents have been increasing since September 2017. Turning to the second most reported crime, shoplifting, there were 27 incidents reported between September 2018-19 which is an increase of 7 following the previous year. However, Anti-Social behaviour has dropped by 9 incidents since the previous year.

Environmental Quality

1.2.28 Crewe Town Centre has a mixed environmental quality. The retail units comprise different designs and styles which forms an interesting townscape, however, in some areas within the centre this character can appear rather inconsistent. A number of retailers, in particular on Market Street, have invested in new shopfronts and fascia signs, which adds to the attractiveness of this area.

1.2.29 There have been efforts to improve the public realm provision within Crewe, including street furniture and signage, specifically at Lyceum Square. However, there are locations within the town centre which are in need of modernisation, including the areas surrounding Victoria Street.

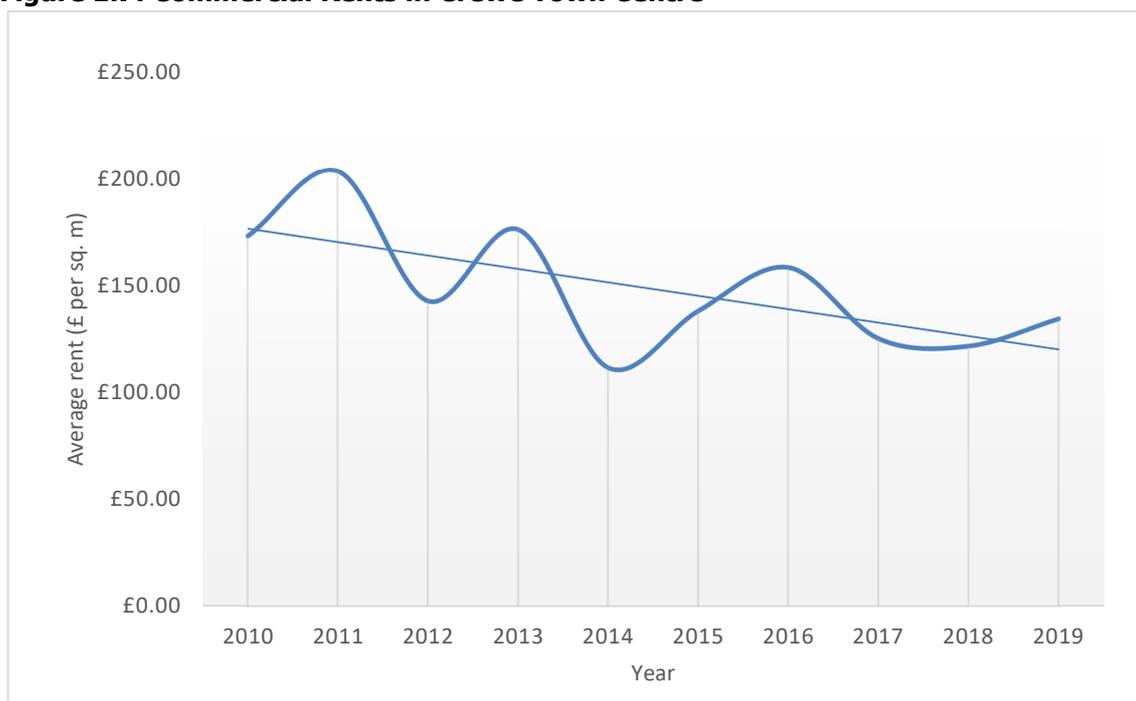
1.2.30 Since the previous survey, progress has been made on investment plans for the Royal Arcade site and the Market Hall, the latter is on-site.



Commercial Rents

1.2.31 Historic rental data has been obtained from EGI which we have used to calculate average rental prices (per sq. m). The data shows that, whilst there have been some yearly variations, there is a general downward trend evident in rental prices for retail premises in Crewe. Our data indicates that retail property rents were highest in 2011 when occupiers were charged £203.60 per sq. m on average, and 2014 saw the lowest prices, with rents of £111.55 per sq. m.

Figure 1.7: Commercial Rents in Crewe Town Centre



1.2.32 At the time of writing, there are only a limited number of available retail premises advertised online (EGI and Zoopla), at the lower end of the market. Rental values for these range between £44 per sq. m at Chester Street to £88 per sq. m at Bramhall Road.

Opening Hours and Evening/Night-time Economy Offer

1.2.33 There is a wide range of operators in Crewe Town Centre which operate at different hours ensuring that there is good activity in the centre throughout the day. Most retailers in the centre operate between the hours of 8.30am – 6.00pm with the exception of Asda (7am-11pm) and B&M Bargains (9am-7pm).

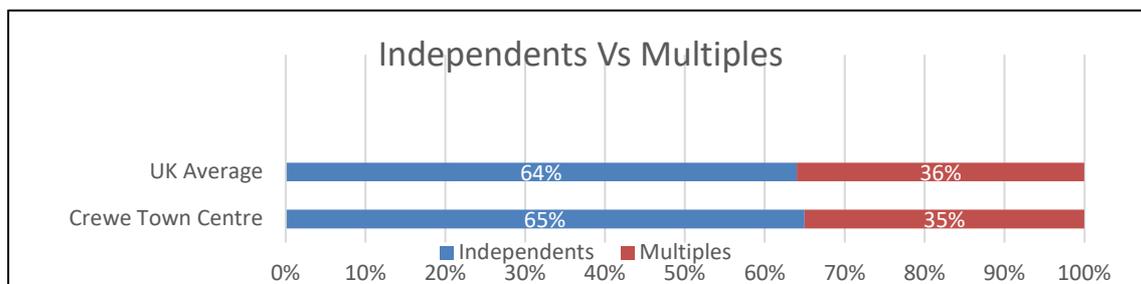


1.2.34 Leisure service provision in Crewe have increased both in units and floorspace and consist of a variety of different uses including bars, clubs, restaurants, and theatres. Each of these units are open during the later hours of the day (generally until midnight). Despite the improvement in leisure service provision, the night-time economy offer could further improve given that the proportion of leisure uses in Crewe still falls below the UK averages.

Balance of Independent & Multiple Stores

1.2.35 Of the total of 246 units in Crewe some of 87 units are occupied by multiple retailer/operators, equating to 35% of the total units in the centre. This figure is broadly in line with the national average (36%).

Figure 1.8: Balance of Independent & Multiple Stores in Crewe Town Centre



1.2.36 Comparison retail in Crewe is represented by the highest proportion of multiple retailers with 52 out of 77 units (68%) which is 32% above the national average (36%). The sector with the highest representation from independent operators is retail services with only 7 out of 29 (24%) of the units being national/multiple operators.

1.2.37 Generally, there is considered to be a good balance of independent and multiple stores in Crewe Town Centre

Evidence of Barriers to Business

1.2.38 We consider that the main barriers to retail and commercial business opening premises in the town centre are as follows:

- there are several large vacant units in the centre which are in relatively poor condition;
- competition from edge / out of centre developments including Grand Junction Retail Park;
- national multiple retailers in Crewe relocating to the nearby Grand Junction Retail Park which could impact on investor confidence in the centre; and



- mixed environmental quality of the centre including areas around Victoria Street in need of modernisation

Digital High Street & Connectivity

- 1.2.39 There are 3 BT hotspot locations in the town centre including Topshop (Queensway), EE Store (Earl Street) and HSBC (Market Street) within the GOAD centre boundary. The town centre comprises 4 Sky 'The Cloud' hotspots including at Cheese Hall, Greggs (Market Street) and Imperial Hotel (Edlestone Road).
- 1.2.40 The centre has a reasonable provision of click and collect facilities with 2no. Amazon Lockers in Crewe located at The Market Shopping Centre and Market Street. There are no CollectPlus facilities in the town centre. It is also noted that the Tesco Extra towards the edge of the centre includes Click and Collect facilities at the store.

Conclusion

- 1.2.41 There are 246 units in the Goad centre boundary for Crewe which occupy 78,240sq m of floorspace. Convenience and comparison goods provision is well represented in Crewe; in contrast, there is an under representation of its service and leisure provision. The town centre comprises a reasonable level of multiple retailers.
- 1.2.42 The vacancy rate in Crewe is high with 60 vacant units in the centre, notably above the average national position. Whilst this is an indicator that the centre may be struggling, it is relevant that 25 of these units fall within Royal Arcade and Crewe Market Hall, where significant investment and redevelopment is proposed.
- 1.2.43 To conclude, (Pre COVID 19) the indicators suggest that there has been little change since the 2016 position. There is evidence of large-scale investment into the centre, which gives a further positive outlook for the centre. However, like many centres across the UK, as a result of COVID 19, the next 6-12 months are likely to be very challenging for Crewe Town Centre and its occupiers.



1.3 Macclesfield Town Centre

The 2016 Retail Study Findings

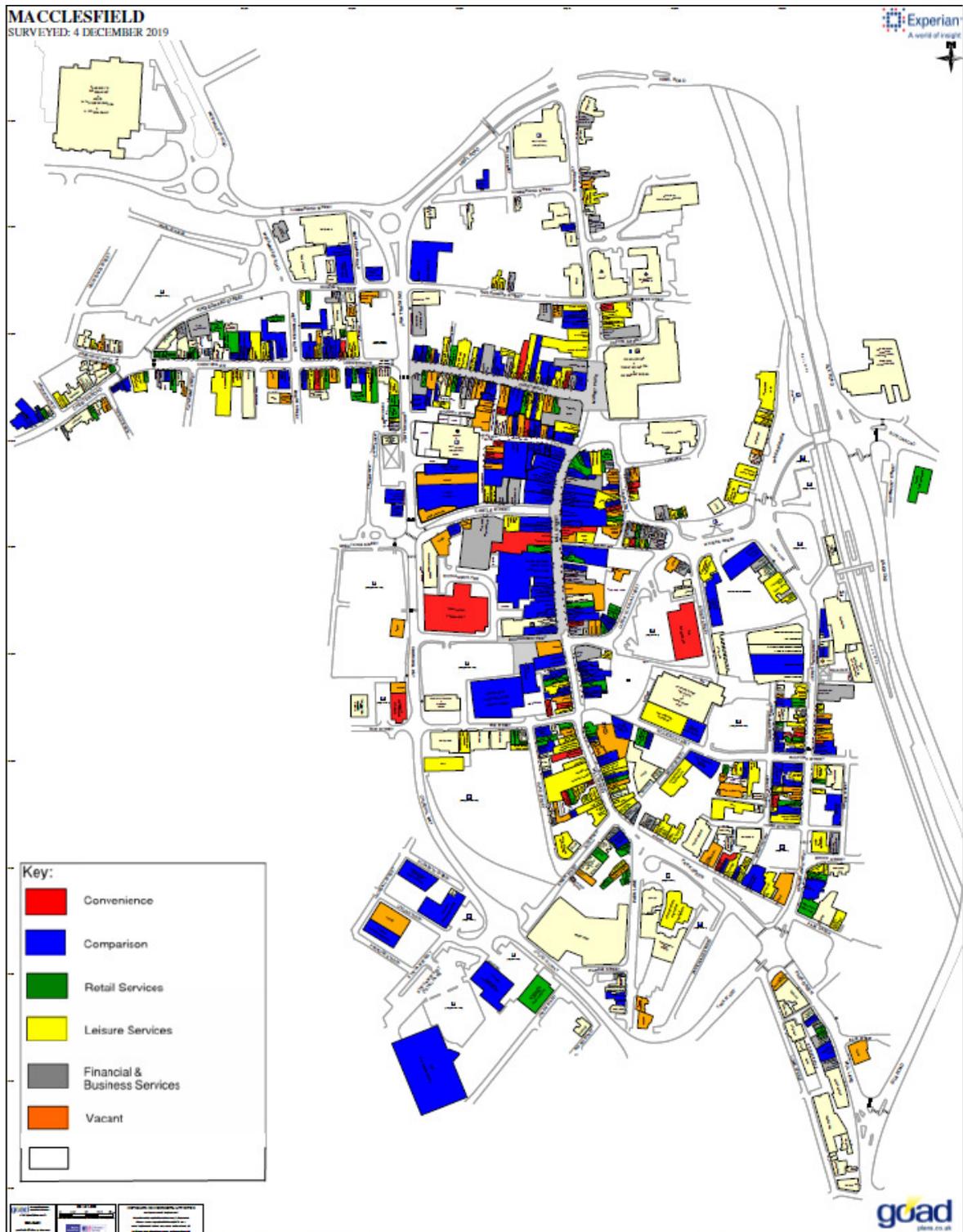
- 1.3.1 The health check assessment for Macclesfield Principal Centre in 2016 concluded that although some positive signs of health were noted, it was variable and the centre required some intervention to address some deficiencies.
- 1.3.2 The health check identified a good diversity of retail services across the centre and a reasonably healthy financial and business service offer, but noted that the comparison goods sector was in decline. The Convenience goods sector was under provided in the centre as was the leisure service provision. The vacancy rate was above the national average in terms of floorspace and proportion of units.
- 1.3.3 The primary shopping area was deemed to have high levels of pedestrian activity and there was reasonable accessibility within and to the centre. The environmental quality was recorded as being of a good quality and the centre was perceived to have a safe and secure environment.
- 1.3.4 The area surveyed in the 2016 Retail Study was the GOAD centre boundary. The GOAD centre area includes units within the Macclesfield Town Centre boundary as defined by the Macclesfield Local Plan. To ensure a like for like comparison, this update deals with the area within the same boundary and is referred to throughout this health check area as the GOAD centre boundary. Figure 1.9 below shows the area covered by the Goad centre boundary.

Diversity of Main Town Centre Uses and Retailer Representation

- 1.3.5 The latest survey for Macclesfield Town Centre undertaken by Experian using the GOAD boundary in December 2019 identifies that the total level of floorspace located in the centre is 91,110 sq m which is a decrease of 7,840 sq m since 2016. The total number of units in the centre is 505 which is a decrease of 5 units since the previous survey in 2016. Of these units, the vast majority are independent stores with 119 (24%) of the units being occupied by multiple operators/retailers.



Figure 1.9: Diversity of Uses in Macclesfield Town Centre



1.3.6 A summary of the findings is presented in Figure 1.10 and 1.11 below. The figures also include the position as at 2016 and the national average position provided by Experian Goad.

Figure 1.10: Summary of Units in Macclesfield Town Centre 2019 and 2016

	2019		2016		UK Average
	No.	%	No.	%	
Convenience	30	6	30	7	9
Comparison	149	30	186	36	29
Retail Services	80	16	76	15	15
Leisure Services	122	24	95	18	24
Financial and Business Services	52	10	57	11	10
Vacant	72	14	71	14	12
Total	505	100	510	100	100

Figure 1.11: Summary of Floorspace in Macclesfield Town Centre 2019 and 2016

	2019		2016		UK Average
	Sq m	%	Sq.m	%	
Convenience	8,010	9	6,010	6	15
Comparison	39,210	43	41,930	42	34
Retail Services	2,280	3	7,260	7	7
Leisure Services	21,880	24	18,090	18	25
Financial and Business Services	9,620	11	10,350	10	7
Vacant	10,110	11	15,310	15	10
Total	91,110	100	98,950	100	100

Notes: figures may not add due to rounding
 UK average from Experian Goad Category Report (February 2020)

Convenience Goods

1.3.7 There are currently 30 convenience goods retail units across the Goad boundary for Macclesfield Town Centre. The units occupy some 8,010 sq m of floorspace. The number of units has remained the same since the 2016 survey but the floorspace has increased (+2,000 sq m). Notwithstanding the increase in floorspace the proportion of the centre occupied by convenience floorspace is 9% which remains below the national average of 15%.

1.3.8 The largest units within this sector are the Tesco Metro (2,140 sq m) and Aldi (1,250 sq m) stores which collectively account for 42% of the convenience retail floorspace. There is also a large Sainsburys Store of 5,860 sqm which is located at the edge of the centre to the north-west. The vast majority of the convenience retailers are located within the central area of the Goad boundary. Overall, whilst there has been an increase in convenience goods floorspace, provision in the town centre is still not particularly well represented.



Comparison Goods

- 1.3.9 There are currently 149 comparison goods units in the Goad centre boundary which account for 30% of the total number of units. Whilst it is considered that the centre is reasonably well represented in this sector, there has been a notable decrease in comparison goods units since the 2016 survey (-37 units). Store closures have included Blacks (Millets Store) and Mothercare. The proportion of units in comparison use (30%) is now broadly comparable to the UK average. Comparison goods provide 39,210 sq m floorspace which is a reduction 2,720 sq m since the 2016 survey. Despite a decrease being recorded, comparison provision accounts for 43% of the centre which is 9% above the national average.
- 1.3.10 Mill Street and the Grosvenor Centre continue to be the location for many of the major national retailers including Specsavers, Boots, Clarks, Greggs, Vodafone and Claires. Independent retailers are located at various locations in the town centre including Chestergate and Westminster Road. The indoor malls within the Grosvenor Centre continue to be important facilities for independent traders.
- 1.3.11 Overall, whilst the centre was previously found to have remained reasonably resilient against the national trend, the centre has seen a further number of store closures over recent years.

Retail Services

- 1.3.12 The town centre has seen an increase in 4 retail service units since the previous 2016 survey. Overall there is a total of 80 retail service units present in the centre which represent 16% of the total units. The proportion of retail service units is broadly in line with the national average. Turning to floorspace provision, the town centre has seen a continued trend of reduced floorspace provision (-4,980sq m gross since 2016). This indicates that retail service occupiers, such as those in the health and beauty sector, are occupying smaller sized units. Indeed, only 10% of the retail service units measure over 150 sq m in floorspace.
- 1.3.13 Overall, the retail service provision in Macclesfield Town Centre is considered to be good.

Leisure Services

- 1.3.14 There are a total of 122 leisure service units in Macclesfield which is an increase of 27 units since 2016. Leisure service units account for 24% of the total units in the centre which is equal to the national average. Leisure units provide 21,880 sq m of floorspace which also accounts for 24% of the centre. Whilst this falls 1% below the national average this is a significant increase since 2016 where the proportion of units floorspace was 6% lower.



1.3.15 Of the many leisure service units in Macclesfield, there are 15 bars, 23 cafes, 26 fast-food take away outlets, 13 Public Houses and 18 Restaurants.

1.3.16 The largest leisure service unit by some margin is DW Fitness (1,980 sqm), this is followed by Zinc Pop World (730 sqm). The majority of the leisure service provision in the centre are occupied by smaller-scale units with 73 units being under 150 sqm.

Financial and Business Services

1.3.17 Financial and business service units make up 10% of the Goad centre boundary with 52 units which is identical to the national average. Turning to floorspace, 9,620 sq m (11%) of the centre is made up of financial and business service provision which is higher than the national average by 4%.

1.3.18 A high proportion of the financial and business service units are situated within the northern half of the town centre and the vast majority are occupied by banks and estate agents. Of these financial business units, there are numerous multiple operators e.g. Lloyds, Natwest, Nationwide, Santander, Co-Operative Bank and RBS.

1.3.19 Whilst, similar to the national trend, there has been a decline in the number of units occupied by financial and business services, provision is still considered to be reasonable.

Non-Retail Units

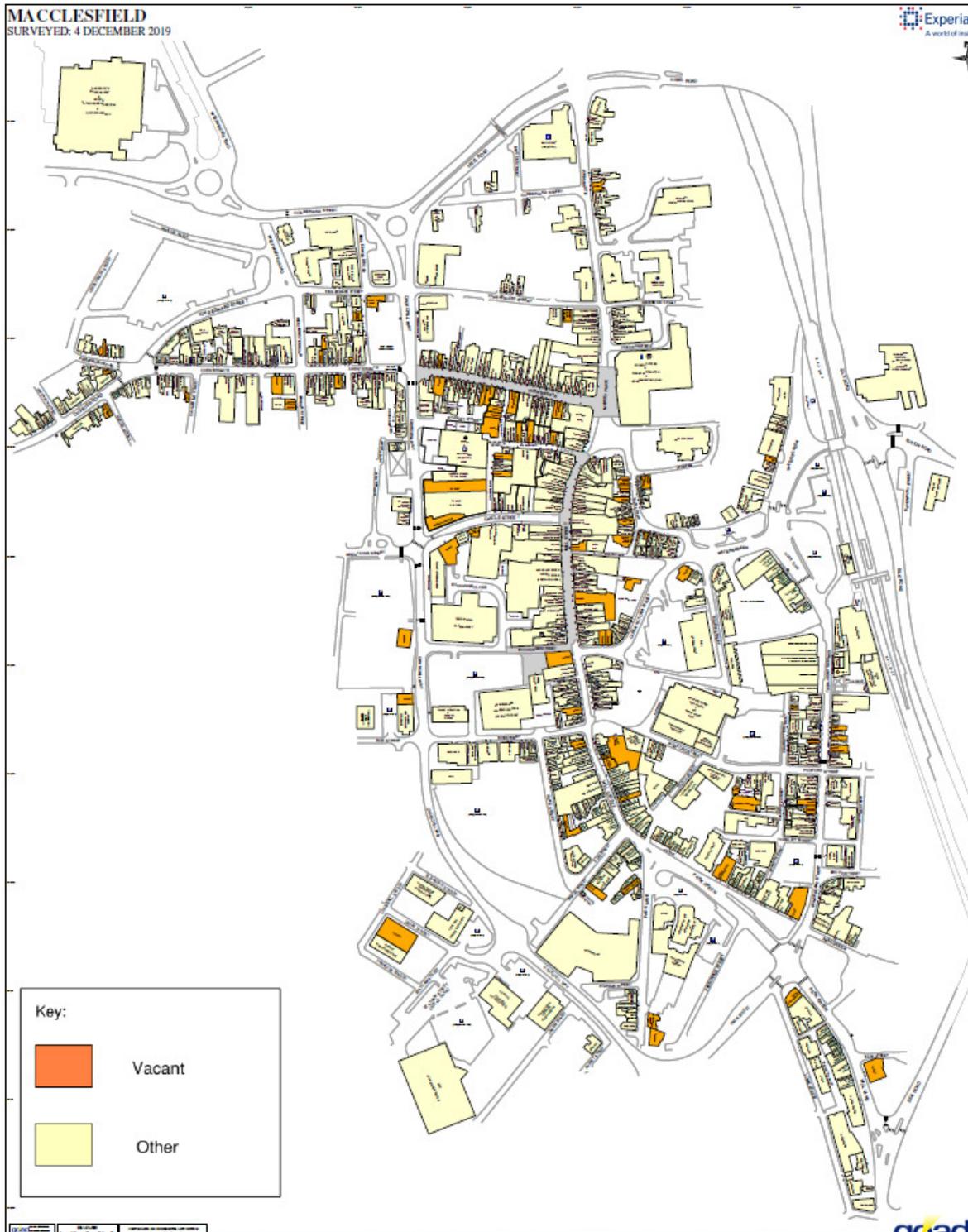
1.3.20 In addition to the retail offer in Macclesfield Town Centre there are a number of other uses which act as key services to the centre and local community. These include The Salvation Army Community Centre, Job Centre Plus, Macclesfield Museum, Waters Green Medical Centre and a number of advice centres.

Vacancies

1.3.21 The vacancy rate in Macclesfield Town Centre is higher than the national average in terms of the proportion of units in the Goad centre boundary but is lower than the national average in terms of the proportion of floorspace. There are 72 vacant units in the centre representing an increase in 1 unit since the 2016 survey. Since the previous study, medium-scale units e.g. 34 Park Green (380 sqm) and 8-10 Park Green (280 sqm) have become vacant. However, the level of floorspace vacant has reduced by 5,200 sq m since 2016. TK Maxx occupying a large unit in Grosvenor Place (1,220 sqm) is likely to be a contributing factor to this.



Figure 1.12: Proportion of Vacant Units in Macclesfield Town Centre



1.3.22 The northern part of the town centre comprises the largest cluster of vacant units. The remaining units are generally interspersed throughout the centre. The largest vacant unit is at Grosvenor Centre which measure 730 sq m gross.

1.3.23 The Council undertakes yearly shopping surveys of its Principal Towns and Key Service Centres based on the town centre boundaries in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively). Figure 1.13 (below) presents a comparison between the proportion of vacant units in the town centre of Macclesfield as a snapshot in 2016 compared to the March 2020 position. It is important to note that:

- the boundaries for the Council’s monitoring data reflects the town centre boundary in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan documents respectively) rather than the GOAD centre boundary reported in other aspects of the health check report; and
- the March 2020 shopping survey represents a position pre COVID-19

Figure 1.13: Macclesfield Vacancy Rate Based on Council Shopping Survey Data

	2016	2020
Vacancy Rate	64 vacant units out of 574 (11%)*	60 vacant units out of 556 units (11%)**

Source:

*CEC 2016/17 Authority Monitoring Report (table 12.26)

** CEC Shopping Survey, March 2020

Pedestrian Flows

1.3.24 Pedestrian activity was recorded to be varied throughout Macclesfield town centre. The highest levels of footfall are around Chestergate, Market Hall and the Grosvenor Centre similarly to the position in the previous survey in 2016. The lowest levels continue to be around Waters Green and Sunderland Street where footfall is much higher in the evening due to units primarily serving the evening and night time economy.

Accessibility

1.3.25 Accessibility in Macclesfield remains largely unchanged since our 2016 survey. Overall it is considered to be good.



1.3.26 There continues to be frequent bus services running through the centre (4, 6, 10, 10A, 88, 130 Sapphire, 391 and 392) connecting to Bollington, Handforth, Altrincham, Wilmslow, Stockport Poynton and Manchester.

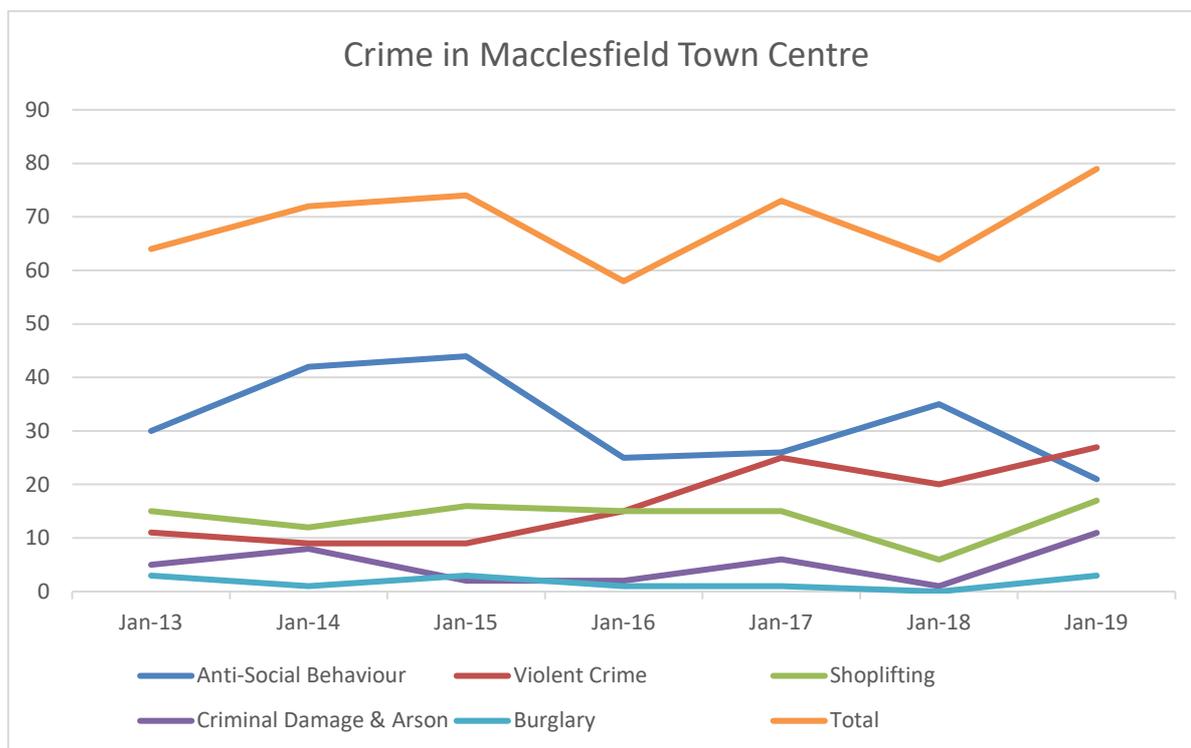
1.3.27 Macclesfield has kept its role as a cycling destination with cycle lanes throughout the centre. The centre is also considered to be accessible on foot from the surrounding residential area.

1.3.28 Provided within and on the edge of the town centre are 18 car parks which we understand are operating within capacity at peak times.

Perception of Safety and Occurrence of Crime

1.3.29 Macclesfield Town Centre provides a generally safe environment. The majority of the units within the centre are compact and face opposite each other, thus creating a good sense of natural surveillance. CCTV was noted in the centre at the Grosvenor Centre, along Mill Street and in the large convenience stores e.g. Tesco Metro off Exchange close.

Figure 1.14: Reported Crimes in Macclesfield Town Centre (Jan 2013 – Jan 2019)



Source: ukcrimestats.com

1.3.30 A study of crime statistics in the town centre (ukcrimestats.com) shows that reports of five common crimes has increased over the past year. When combined the number of reports of anti-social behaviour, violent and sexual crime, shoplifting, criminal damage & arson and other theft



have increased from 62 reported incidences to 79 incidences between September 2018 and September 2019.

Environmental Quality

1.3.31 There continues to be a mixed environmental quality in the town centre. It remains largely unchanged since the previous survey in 2016. Chestergate and Market Place continue to have a good level of environmental quality and some areas on Mill Street have benefitted from modernised shop fronts. However, some of the vacant units along Mill Street appear to be poorly maintained and are in a poor condition which detracts from the aesthetics of Mill Street.

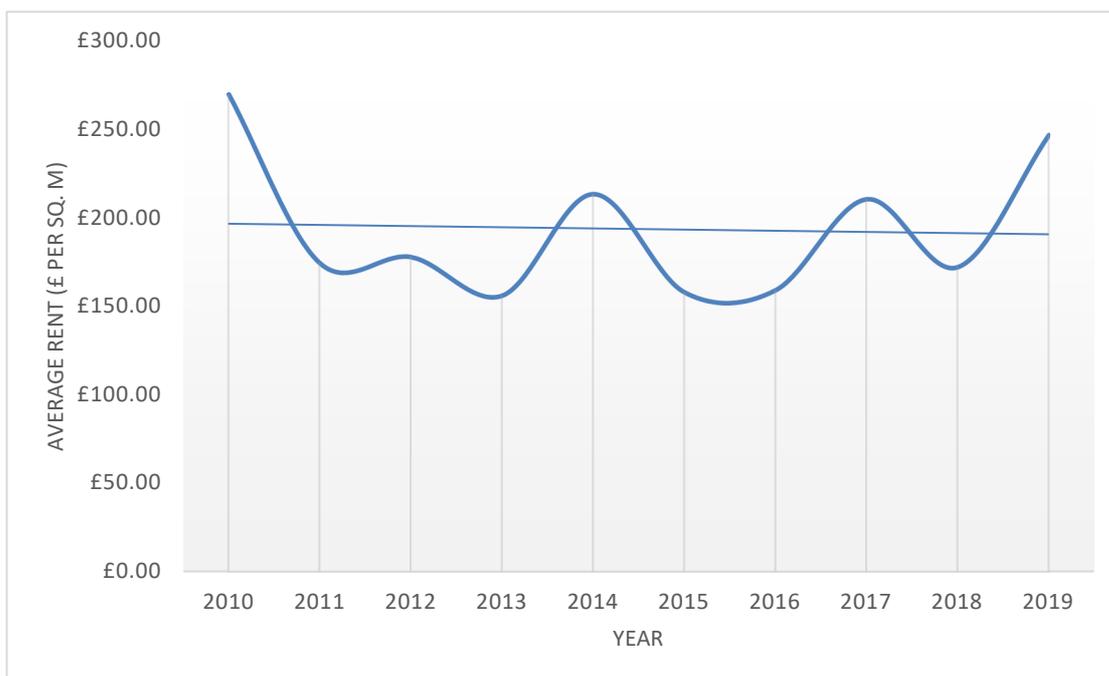
Opening Hours and Extent of Evening/ Night-Time Economy Offer

1.3.32 Macclesfield centre has a reasonably diverse retail offer, supported partly by a strong leisure service offer contributing to an evening and night time economy. The centre includes a number of restaurants and bars which are open past 10pm, as well as a cinema and health clubs which operate until late hours.

1.3.33 There is also a good range of retailers in Macclesfield which contribute to providing activity during the day. The majority of retail units in the town centre operate between 9am-6pm.

Commercial Rents

Figure 1.15: Commercial Rents in Macclesfield Town Centre



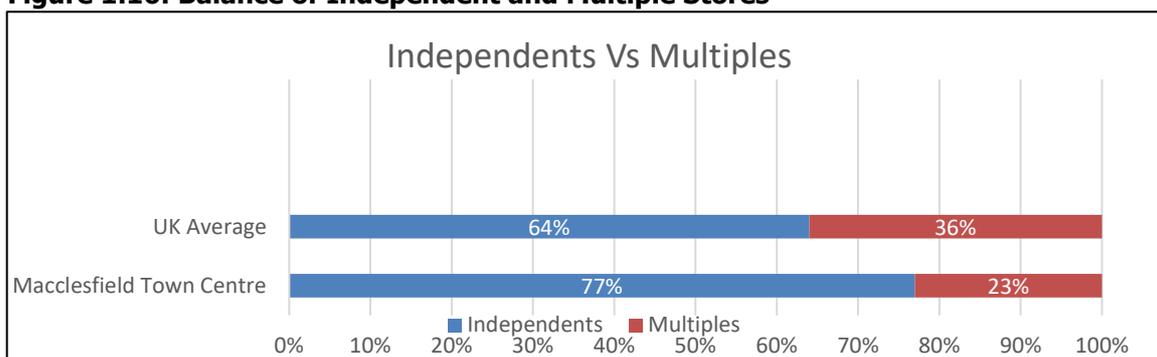
1.3.34 Available historic rental data from EGI indicates generally stable rental yields in Macclesfield over the past decade. 2010 saw the highest rents per sq. m at an average of £269.71, with the lowest in 2013 when retail premises were £155.86 per sq. m on average.

1.3.35 At the time of writing, we note that a range of premises are available across the town centre (source: EGI and Zoopla). The highest rent is £230 per sq. m at Park Green while units on Mill Street are available at between £88-136 per sq. m.

Balance of Independent and Multiple Stores

1.3.36 Of the total 505 retail and service operators within the town centre, there are 119 multiple operators/retailers present. This number of multiples occupy 23% of the overall provision of units which is considerably below the national average of 36%.

Figure 1.16: Balance of Independent and Multiple Stores



1.3.37 When looking into specific sectors, comparison and convenience retailers have the highest proportion of multiple retailers. A reasonable proportion (54) of comparison goods provision are occupied by national retailers accounting for 36% of the sector which is equal to the national average. Some of the national retailers in Macclesfield include Sports Direct, B&M Bargains, River Island, JD Sports, Halfords, Clarks and Clintons.

1.3.38 The sector with the second highest proportion of multiple operators is convenience retail with 11 out of 30 (35%) convenience retail units being occupied by multiple stores

1.3.39 The sector with the highest proportion of independent retailers is retail services with only 14 multiple operators out 80 units.

1.3.40 Given its size and role in the hierarchy it is considered that Macclesfield has a lower than expected number of national multiple occupiers.



Evidence of Barriers to Business

1.3.41 We consider that the main barriers to retail and commercial business opening premises in the town centre are as follows:

- There are now 72 (14%) vacant units in the centre, an increase from the previous study in 2016. Given the rising vacancy rate, this could discourage investors from moving into Macclesfield.
- a number of the vacant units have been poorly maintained and some aspects of the centre are in need of investment.
- Investment required in the public realm in some parts of the town to improve the perception of quality of place.
- Lower than expected number of national multiple occupiers.
- Competition from edge / out of centre developments.

Digital Facilities and Connectivity

1.3.42 Aside from retailers that have 'Click and Collect' facilities as part of their business model e.g. Tesco and Boots, Macclesfield has a reasonable number of click and collect facilities present. There are Amazon Lockers across the centre at McColls (Hurdsfield Green), Cornershop (Brock Street) and an Amazon Hub Counter at Chester Road. There are also 2 Collect Plus points in the centre, at Eurogarages on Churchill Way and Park News on Brown Street.

1.3.43 As identified in the previous survey, there is reasonable level of digital information available on Macclesfield. The Grosvenor Centre continues to have its own website, and there is a 'Visit Macclesfield' website which provides insight to the shopping areas in the town centre.

1.3.44 There has been a considerable increase in the number of Wi-Fi hotspots present in the centre. The centre has 6no. BT WiFi hotspots located at M&S, EE, Yorkshire Bank, HSBC, Tesco and Kingfisher. This is an increase of 5 BT hotspot points since the previous study. Sky 'The Cloud' Wi-Fi comprises 9 hotspots throughout the centre located at Pumpkin, Greggs, White Lion, Café Nero, ATS Euromaster, Last Orders, Shipp Inn, British Hog and Society Rooms.

1.3.45 Overall, we consider the digital presence in the town centre to have improved since the 2016 survey.



Conclusion

- 1.3.46 Macclesfield Town Centre continues to play a key role in fulfilling the needs of the local residents and surrounding communities. The centre comprises a total of 505 units and provides 91,110 sq m of floorspace using the GOAD centre boundary.
- 1.3.47 There has been a fall in the number of comparison retailers, which is partly reflective of the growing popularity of online shopping. The centre is well represented by the retail and financial and business service sectors.
- 1.3.48 Given its size and role in the hierarchy it is considered that Macclesfield has a lower than expected number of national multiple occupiers. The vacancy rate, whilst only risen by 1 unit since 2016, continues to be above the national average. However, the amount of vacant floorspace in the centre has considerably decreased and is below the national average. The quality of the centre is generally good with a number of attractive areas and modern shopfronts, however some of the vacant units require investment to improve the appearance of the centre.
- 1.3.49 The Council prepared a public realm strategic for Macclesfield Town Centre in 2007 which identified deficiencies in the current town centre public realm.
- 1.3.50 The Council has also prepared a strategic regeneration framework for the town centre. This has identified a number of key objectives for the town including the enhancement of the town centre environment and diversification of the towns 'offer' including the leisure, cultural and evening economy to attract more visitors, amongst other objectives.
- 1.3.51 Overall Macclesfield Town Centre (pre COVID 19) is considered to be in reasonable health. However, the centre continues to display a number of weaknesses which are likely to be compounded by the potential implications arising from COVID-19.



Appendix B

Key Service Centres - Vitality and Viability Health Check Updates

Alsager Town Centre Health Check Assessment

2016 Health Check Findings

In 2016, Alsager town centre was considered to:

- offer a good range of products and services for a centre of its size;
- have a strong convenience offer;
- have a good level of accessibility;
- provide a reasonably good environmental quality;
- have varying pedestrian flows between the eastern and western parts of the town centre; and
- have a potential issue of low demand for retail units, due to the lack of new units by the Asda.

2020 Health Check Update

Diversity of Uses & Retailer Representation

For its size and role Alsager town centre is considered to continue to offer a good range of products and services that help meet the day to day needs of its catchment population. The centre continues to be anchored by the Asda foodstore (and to a lesser extent the Sainsbury's Local store) and complimented by a number of independent retailers including a baker. Whilst there has been a reduction in convenience goods units since our 2016 survey (-4) the convenience goods sector is still well represented, with the proportion of units in the centre being broadly in line with UK average (10% compared to UK average of 9%) and the proportion of floorspace being significantly above the UK average (26% compared to UK average of 15%).

As of September 2018, the Goad centre boundary comprised 26 comparison goods units accounting for 2,450sqm of the total retail provision in the town centre. Whilst the proportion of comparison goods units in the centre is slightly below the UK average (26% compared to 29%), the provision is still considered to be reasonable having regard to Alsager's service and shopping role. The proportion of comparison goods floorspace is significantly below the UK average (24% compared to 36%), which is reflective of the smaller units that are occupied by comparison retailers and the Asda convenience goods floorspace occupying a large proportion of the overall floorspace in the centre. In the 2016 survey it was noted that the number of charity shops in the centre had increased by 6. The 2018 Experian Goad survey identifies that the number of charity shops hasn't increase further, and actually has reduced by 1 since 2016.

Table 1: Diversity of Uses in Alsager Town Centre in 2016

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	14	14	9	3,730	28	15
Comparison	29	28	32	3,193	24	36
Retail Service	21	20	14	1,760	13	8
Leisure Service	21	20	23	2,681	20	23
Financial and Business Service	9	9	11	1,059	8	8
Vacant	10	10	11	882	7	9
Total	104	100	100	13,305	100	100

Source: Experian Goad & WYG Survey
 UK average from the Experian Goad Category Report (2015)

Table 2: Diversity of Uses in Alsager Town Centre in September 2018

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	10	10	9	3,160	26	15
Comparison	26	26	29	2,350	19	34
Retail Service	24	24	15	2,280	19	7
Leisure Service	22	22	25	2,590	21	26
Financial and Business Service	7	7	10	590	5	7
Vacant	10	10	12	1,320	11	11
Total	99	100	100	12,290	100	100

Source: Experian Goad Survey September 2018
 UK average from the Experian Goad Category Report (February 2020)

Table 3: Units in Alsager September 2018

National Operators	Total
Key Anchor Store: Asda	8
Other National Retailers: Costa Coffee, Well Pharmacy, Domino's, Sainsbury's Local, Post Office/WH Smith Local, Age UK, Spend n Save	
Community Facilities	
Library, Civic Centre, vets (x2), churches/places of worship (x3)	7

Alsager town centre has seen an improvement in leisure provision since 2016. Of particular note, two national multiples (Costa Coffee and Domino's) have opened premises since our last survey. The Goad survey identifies that the centre provides 5 public houses/bars, 7 restaurants/cafes, and 10 take away outlets. However, since the Goad survey was undertaken, 2 new restaurants have opened; Caster's (2 Lawton Road), and 'The Bar' (56 Sandbach Road South), and Fifty5°, a wine bar at 2-4 Crewe Road has opened too.

The financial and business provision in the centre has weakened since 2016. The overall number of units has reduced from 9 to 7 with current proportion of units in the centre being below the UK average (7% compared to 10%). Since 2016 the centre has seen both the Natwest and Barclays banks on Crewe Road close (2017 and 2018 respectively) resulting in the centre no longer providing any banking/building society services for its catchment.

Vacancies

The latest Goad Plan data for Alsager town centre (September 2018) identifies the number of vacant units in the centre between 2016 and 2018 has remained the same (10 units) but the level of vacant floorspace identified as increasing (from 882-1,320sq m gross). However, we note that since the last Experian Goad survey, 2-4 Crewe Road (former Natwest bank), 2 Lawton Road (former Spend & Save) and 56 Sandbach Road South have since been occupied (by Fifty5° wine bar, Caster's restaurant, and 'The Bar' respectively). The re-occupation of these units results in a reduced vacancy rate both in unit and floorspace terms and one which is significantly below the UK average. There appears to be have been a good churn and demand for vacant units in the centre over recent years, which is further demonstrated by the occupation of the previously recorded vacant units in the vicinity of the Asda store (by Domino's, Vets for Pets, Well Pharmacy).

Cheshire East Council undertakes yearly shopping surveys of its Principal Towns and Key Service Centres based on the town centre boundaries in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plans respectively). Table 4 (below) presents a comparison between the proportion of vacant units in the town centre of Alsager as a snapshot in 2016 compared to the March 2020 position. It is important to note that:

- the boundaries for the Council's monitoring data reflects the town centre boundary in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively) rather than the GOAD centre boundary reported in other aspects of the health check report; and
- the March 2020 shopping survey represents a position pre COVID 19

Table 4: Vacancy Rates Based on Council Shopping Survey

	2016	2020
Vacancy Rate	7 vacant units out of 119 (6%)*	5 vacant units out of 120 units (4%)**

Source:

*CEC 2016/17 Authority Monitoring Report (table 12.26)

** CEC Shopping Survey, March 2020

Accessibility

There has been little change regarding the accessibility in Alsager. The centre continues to benefit from Alsager railway station, which is located a short walking distance to the south west of the town centre and the centre is still served by a number of bus services including 3, 78, 315 and 321, which provide regular connections to surrounding communities.

Car parking provision in the centre continues to be provided at car parks on Fairview Road (circa 250 spaces at the eastern end of the centre) and Station Road Car Park (circa 60 spaces at the western end of the town centre). Crewe Road also continues to provide a number of 'limited time' on-street spaces.

Environmental Quality

Alsager town centre's environmental quality is still considered be mostly good. The public realms in the vicinity of the Asda store remains an attractive part of the centre with the occupation of the previously recorded vacant units contributing to its vibrancy. Outdoor seating areas of the cafes on Lawton Road also contribute to the environmental quality in this part of the centre. The environmental quality in the eastern part of the centre is reasonably good although there are some shop frontages that would still benefit from improvement. Through traffic along Crewe Road and Lawton Road continues to have a negative impact on the environmental quality of the centre, particularly in the eastern part where pavement widths are narrower.

Pedestrian flows

Similar to our 2015 survey, pedestrian activity continues to significantly vary between the eastern and western parts of the town centre. Highest levels of footfall were recorded in the vicinity of the Asda foodstore, which acts as an anchor for the centre. Much lower levels of footfall were recorded in the eastern part. As a result of this, moderate amounts of pedestrian activity were also recorded towards the east of the centre and much lower levels recorded along the eastern end of Crewe Road.

Commercial Rents

At the time of writing no commercial rental data is currently available either via the EGi database or a Zoopla search for Alsager.

Digital High Street

Alsager town centre is still considered to be reasonably poorly adapted to accommodating visitors who use digital mediums. Other than small amounts of Wi-Fi coverage from BT wi-fi hotspots there continues to be limited areas of Wi-Fi coverage in the centre. There is no Sky or The Cloud hotspots present. The town centre website (www.alsager.com) is still reasonably basic and is difficult to find unless you know it exists. However, Click and Collect facilities appear to have improved since our 2016 survey. In addition to Asda's click and collect facility, there is also an Amazon Locker located the Post Office, Lawton Road and a Collect Plus facility at Alsager Food and Wine, Crewe Road.

Balance between Independent and Multiple Stores

Alsager is characterised by its large number of independent shops/services with the vast majority (85%) occupied by independent retailers. However, since our 2016 survey a number of new multiple operators have been attracted to the town centre. These include Costa Coffee, Domino's, Vets for Pets, and Well Pharmacy. Both the independent and multiples appear to operating well alongside one another with the independent stores benefitting from linked trips/footfall with the key multiple anchor; the Asda store (and to a lesser extent the Sainsbury's Local).

Barriers to New Investment

We consider that the main barriers to retail and commercial business opening premises in the town centre are:

- For some occupiers, the vicinity of Crewe and Stoke, and Alsagers limited catchment area;
- The limited number of available premises/sites.

Opening Hours Availability/Night-Time Economy

Opening hours for retail operators within Alsager are generally between 9am-5pm Monday-Saturday. Asda and Sainsbury's Local do however operate longer opening hours between 7am-10pm Monday-Saturday.

The night-time economy in Alsager is considered to be reasonably good with the public houses and restaurants helping to extend the opening hours of the town centre late into the evening.

Summary

For its size and role Alsager town centre continues to offer a good range of services. The centre retains a strong convenience goods offer and has seen an improvement in its leisure service offer since 2016. However, it's financial and business sector provision has significantly weakened following the closure of the remaining two banks in the centre. The centre provides a well-balanced independent and national multiple store offering and a reasonably good night-time economy. The vacancy rate in the town centre is low and there is evidence of a good churn of units over recent years. Alsager's environmental quality is still considered be mostly good although through traffic along Crewe Road and Lawton Road continues to have a negative impact on environmental quality.

Congleton Town Centre Health Check Assessment

2016 Health Check Findings

In 2016, Congleton Town Centre was considered to:

- have a varied vitality and viability;
- provide a strong convenience and retail service offer;
- benefit from moderate accessibility;
- have a varied environmental quality;
- have experienced a reduction in vacant units though the vacancy rate is above the national average; and
- have variable pedestrian flows with the pedestrianised areas receiving higher levels of footfall.

2020 Health Check Update

Diversity of Uses & Retailer Representation

For its size and role, Congleton Town Centre continues to be well represented by the majority of retail and service sectors. Despite a decline recorded in the 2016 survey, the convenience goods sector has remained stable since 2016 with 16 units being present within the Goad centre boundary. The sector is anchored by a Morrisons and Aldi foodstore and supported by a small number of independent operators together with a Holland and Barrett Health Food store and Greggs Bakery.

The town centre had also seen a decrease in comparison goods provision in our 2016 survey but, as of September 2019 (date of most recent Experian data), against the national trend, the sector has seen a minor increase (+2) in units (from 67 to 69 units). The proportion of comparison goods units in the Goad centre boundary is broadly in line with the national average.

There has been a considerable rise in the number of retail service units from 38 in 2016 to 49 (September 2019). The increase is largely attributable to the opening of a number of hairdressers/beauty salons in the centre. Retail service provision represents 20% of the total units within Congleton and 12% of the total floorspace, each of which are higher than the national average (15% and 17% respectively).

Table 1: Diversity of Uses in Congleton Town Centre in 2016

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	16	7	9	5,067	16	15
Comparison	67	30	32	9,612	30	36
Retail Service	38	17	14	3,586	11	8
Leisure Service	43	19	23	7,054	22	23
Financial and Business Service	19	8	11	2,197	7	8
Vacant	42	19	11	4,663	15	9
Total	225	100	100	32,179	100	100

Source: Experian Goad & WYG Survey

UK average from the Experian Goad Category Report (2015)

Table 2: Diversity of Uses in Congleton Town Centre in September 2019

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	16	7	9	4,690	13	15
Comparison	69	29	29	10,960	31	34
Retail Service	49	20	15	4,320	12	7
Leisure Service	46	19	25	7,710	22	26
Financial and Business Service	23	10	10	2,920	8	7
Vacant	39	16	12	4,370	12	11
Total	242	100	100	34,970	100	100

Source: Experian Goad Survey September 2019

UK average from the Experian Goad Category Report (February 2020)

Table 3: Units in Congleton September 2019

National Operators	Total
Key Anchor Store: Aldi, Morrisons Other National Retailers: Argos, B&M, Boots the Chemist, Clintons, Dorothy Perkins, M&Co, Poundstretcher, Specsavers, Superdrug, WHSmith, Greggs, Holland and Barret, Spar, Lloyds Pharmacy, Cancer research, Oxfam, Peacocks, Card Factory, Poundstretcher, TUI, Vision Express, Coral, Chopstix, Costa Coffee	26
Community Facilities	
Library, Community Centre, Advice Centre, Health Centre, Council Office, Dental Surgery (x3), Church, Museum and Civic Centre	11

Leisure service provision in the town centre has also remained relatively stable over the last 4 years with the sector seeing a minor increase in the number of units from 43 to 46. The proportion of leisure service units and floorspace however remains below the UK average. Leisure service units continue to be provided primarily on High Street/Lawton Street and Swan Bank, with the centre still containing a reasonable number of public houses.

Turning to financial services, despite a decrease in units recorded in 2016, the number of units has actually risen by 4 since, making a total of 23 units in the centre which represents 10% of the total units identical to the national average. However, whilst a number of the main banks and building societies are still present in the centre (Natwest, Lloyds/TSB, HSBC, Barclays) the number of banks/buildings societies has reduced further by one (closure of RBS bank) since 2016, from 7 to 6.

The retail and service provision offer in the town centre is also supplemented by a retail market on Princess Street (next to Morrisons) and 'the Makers Market', which is a monthly (last Saturday of the month) food and craft market on Bridge Street.

Vacancies

Congleton contains 39 vacant units, which occupy 4,370sq m of floorspace in the Goad centre boundary. The proportion of vacant units is 4% above the national average of 12% whilst the level of vacant town centre floorspace is 1% above the national average of 11%. Whilst the vacancy rate is high, there has been a decrease of 3 vacant units since 2016. It should be noted that the Capital Walk Shopping Centre is currently being advertised for sale. It contains 14 small vacant units which we understand are not currently being marketed for let. There is also a cluster of vacant units on Mill Street (The Mills) which was also vacant in our 2016 survey.

The Council also undertakes yearly shopping surveys of its Principal Towns and Key Service Centres based on the town centre boundaries in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively). Table 4 (below) presents a comparison between the proportions of vacant units in the town centre of Congleton as a snapshot in 2016 compared to the March 2020 position.

Table 4: Vacancy Rates Based on Council Shopping Survey

	2016	2020
Vacancy Rate	53 vacant units out of 304 (16%)*	55 vacant units out of 301 units (18%)**

Source:

*CEC 2016/17 Authority Monitoring Report (table 12.26)

** CEC Shopping Survey, March 2020

It is important to note that:

- the boundaries for the Council's monitoring data reflects the town centre boundary in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively) rather than the GOAD centre boundary reported in other aspects of the health check report; and
- the March 2020 shopping survey represents a position Pre COVID 19

Accessibility

Accessibility remains largely unchanged since our 2016 survey. The Congleton Link Road highway scheme is under construction to the north of the town which, once complete, may improve traffic flow in the town. The town centre provides a good number of car parks which are reasonably well distributed throughout the centre, making it easy for vehicle users to visit. The centre is served by a number of different bus services (90, 91, 92, 94, 38, 42 & 318) which arrive/depart from the bus station on Market Street.

In terms of accessibility by bicycle, following the significant public realm improvements in the centre now benefits from improved cycle parking provision. A shopmobility scheme (operated by Congleton Disabled Access Group) also continues to operate from the municipal offices at Market Square.

Environmental Quality

Congleton Town Centre has recently been subject to significant public realm improvements along Swan Bank, Duke Street, Market Street, Victoria Street and Bridge Street. The £1m public realm enhancement, completed in 2018, involves new road/pavement surfacing, planting, lighting and street furniture. The scheme has substantially improved environmental quality, particularly on Bridge Street. However, environmental quality in some parts of the centre could be improved still. Of particular note, Market Street and the bus station continue to be an unattractive and unwelcoming space for visitors. The vacancies on Mill Street and the inactive Capitol Walk Shopping Centre also contribute poorly to the environmental quality of the town centre.

Pedestrian flows

Comparably to our 2016 survey, pedestrian activity continued to be concentrated in the pedestrianised parts of the centre. High footfall was recorded on the pedestrianised area of Bridge Street. Good levels of pedestrian activity was also monitored along High Street and in the vicinity of the bus station on Market Street. Lower, albeit steady, flows of pedestrian activity was noted along Mill Street, West Street and Lawton Street.

Commercial Rents

We have used the EGi database and Zoopla to obtain information on commercial rent prices in Congleton Town Centre. A review of advertised retail units shows that the average rental values of retail premises in the town centre is slightly higher than that recorded in 2016. This is likely to be due to the reasonably limited number of units currently being advertised to let (and therefore data available) on the EGi database and Zoopla. We would have expected commercial rents to have either remained the same or have fallen given the recent and current retail climate.

Digital High Street

It is considered that the town centre continues to have a reasonably good digital accessibility. There continue to be 3 BT Wi-Fi hotspots on High Street, a collection plus location at the Spar on West Street and 4 'The Cloud' Hotspots located at Superdrug, ATS Euromaster, The Counting House pub and Greggs. The town centre also provides one amazon locker, which is located in the Morrison's store, and one Collect+ point which is within the Spar convenience store on West Street.

Congleton Town Council also continues to provide an active and up to date website of the town centre shopping and leisure facilities and other events and attractions.

Balance between Independent and Multiple Stores

For its size and role, we consider that Congleton Town Centre provides a reasonably good balance of independent and multiple stores. Whilst approximately 80% of units in the town centre are occupied by independent retailers, the centre provides a reasonable number of national multiples including Morrisons, Aldi, Argos, B&M, Boots the Chemist, Clintons, Dorothy Perkins, M&Co, Poundstretcher, Specsavers, Superdrug, and WHSmith. These are predominantly located along Bridge Street, High Street and Market Street. Whilst the independent retailers do not offer such a unique offer as some of the other Key Service Centres in Cheshire East they provide important services and facilities to its catchment.

Evidence of Barriers to Business

We consider that the main barriers to retail and commercial business opening premises in the town centre are:

- lack of interest/investor confidence in Capitol Walk Shopping Centre and 'The Mills' redevelopment site;
- the limited catchment of the town centre;
- high vacancy rate (albeit, subject to location, vacant units could provide an opportunity for new businesses/uses); and
- Mountbatten Way, which runs through the town, can act as a physical and perceptual barrier in access into the town centre
- Competition of out of centre retail including at Barn Road

Opening Hours Availability/Night-Time Economy

Opening hours for retailers within Congleton is generally between 9am and 5pm Monday to Saturday, with the exception of some retail units opening half an hour earlier or later. For the larger retailers, the opening hours tend to be for much longer including: Morrisons 7am-9pm, Spar 7am-9pm and Aldi 8am-10pm. Congleton has a reasonable evening/night-time economy, with a number of public houses, bars and restaurants open towards the later hours. The evening/night-time economy is primarily concentrated on Swan Bank and High Street/Lawton Street.

Summary

Congleton's vitality and viability continues to be varied. The enhanced pedestrianised areas of the town centre are in good health but vacancy levels and the environmental quality in parts (notably High Street and Mill Street) show the town centre is vulnerable. Generally, retail and service provision in the town centre has remained stable which, after a previous decline in the financial and business service sector, is a positive. If not already considered, potential intervention should be considered to seek to encourage the redevelopment/reuse of Capitol Walk Shopping Centre and 'The Mills' to prevent the continued negative contribution of these two sites to the town centre.

Handforth Town Centre Health Check Assessment

2016 Health Check Findings

In 2016, Handforth Town Centre was considered to:

- be a retail centre that serves local needs;
- be physically too large for its role;
- have a high number of vacancies;
- have a poor digital presence;
- provide high footfall around The Paddock; and
- have a standard public realm and built form of a generic character.

2020 Health Check Update

Diversity of Uses & Retailer Representation

In the absence of up to day Experian Goad survey data, updated retailer occupancy data is based upon surveys undertaken by the Council. At the time of writing, no floorspace information was available.

Handforth Town Centre continues to provide for local needs and as well as including retail and service provision also includes a number of residential properties and offices. Retail and service units continue to be provided within the Paddock Shopping Centre and along Wilmslow Road. For its size, the centre is still reasonably well represented by convenience stores including a Tesco Express and Spar convenience store. Convenience goods provision in the centre remains above the UK. In contrast to the previous study, there is now a good representation of comparison stores. This is encouraging given the size and role of the centre and its proximity to Handforth Dean Retail Park, and other retail parks on the A34.

The retail service sector has the biggest increase in units occupying an additional 4 units since the previous 2016 survey. There are 14 retail service units in the centre which amounts to 20% of the total in Handforth, substantially higher than the UK average of 15%. The majority of retail units continue to be hairdressers and beauty salons.

Table 1: Diversity of Uses in Handforth Town Centre in 2016

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	8	12	9	1,524	28	15
Comparison	13	20	32	1,790	27	36
Retail Service	10	15	14	651	12	8
Leisure Service	16	24	23	1,892	22	23
Financial and Business Service	4	6	11	223	6	8
Vacant	15	23	11	1,617	5	9
Total	66	100	100	7,697	100	100

Source: WYG Survey, 2015

UK average from the Experian Goad Category Report (2015)

Table 2: Diversity of Uses in Handforth Town Centre in March 2020

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	9	13	9	No data available		
Comparison	20	30	29			
Retail Service	14	20	15			
Leisure Service	23	33	25			
Financial and Business Service	3	4	10			
Vacant	0	0	12			
Total	69	100	100			

Source: Cheshire East Council survey (March 2020)

UK average from the Experian Goad Category Report (February 2020)

Table 3: Units in Handforth Town Centre, March 2020

National Operators	Total
Key Anchor Store: Tesco Express, Spar	12
Other National Retailers: Subway, Well Pharmacy, Hallmark, Greggs, Ladbrokes, Betfred, Post Office, Costa Coffee and Marie Curie.	
Community Facilities	
Church (x2), Library, Dentist (x3), Care Centre and Medical centre (x2)	9

In terms of leisure service provision, there are 23 occupiers in the town centre accounting for 33% of the centre which is a rise in 7 units since the 2016 survey. These units predominantly consist of Public Houses, take-aways, restaurants and cafés. It is noted that Costa Coffee has opened a new outlet in The Paddock since our 2016 survey. For financial and business services, the number of units has decreased by 1 since 2016 with only 3 units present occupying 4% of the centre.

Vacancies

Since 2016, the centre has seen a significant decrease in the number of units that are vacant. According to the survey undertaken in March 2020, there are no longer any vacant units within the centre. Given that there were 15 (23%) units in the centre in 2016, this is positive and demonstrates that Handforth has undergone significant investment and improved the occupancy rate. The vast reduction in vacancy levels is primarily due to a number of units with The Paddock Shopping Centre being occupied.

Accessibility

There continues to be a reasonable level of accessibility to, from and within Handforth Town Centre. For private vehicles there are numerous car parking areas including behind The Paddock, School Road Car Park, and on street parking bays on Wilmslow Road.

The centre also continues to be reasonably accessible by bus and by rail (with the train station located 5 minutes' walk). In terms of accessibility by bike, whilst Wilmslow Road is not particularly bike friendly, the centre does provide a number of cycle parking hoops for cycle users.

Environmental Quality

Handforth's environmental quality has remained largely unchanged since our 2016 survey. It provides a standard public realm and built form of a generic character. Through traffic on Wilmslow Road continues to mar the environmental quality of the centre. However, the re-occupation of a number of vacant units, particularly in The Paddock, has helped improve vibrancy/activity, which in turn has helped environmental quality.

Pedestrian flows

Similarly to the previous survey, the highest footfall recorded was around The Paddock Shopping Centre to the north-west of the centre boundary. Other areas with moderate pedestrian activity were around the Spar and Post Office off Wilmslow Road and towards the Freemasons Arms Public House.

Commercial Rents

No rental data is currently available either via the EGi database or a Zoopla search for Handforth.

Digital High Street

Handforth Town Centre continues to have a poor presence on-line There is no co-ordinated website for the centre, there are no Collect+ facilities, no Amazon Lockers, nor Wi-Fi hotspots.

Balance between Independent and Multiple Stores

Approximately 80% of occupiers in Handforth Town Centre are occupied by independents. Only 12 units are occupied by multiple operators with the Tesco and Spar store acting as important anchors for the centre. For its size and local service role, and the location of nearby retail parks, the balance of independent and multiple stores is considered to be reasonable.

Evidence of Barriers to Business

We consider that the main barriers to retail and commercial business opening premises in the town centre are:

- the reasonably poor level of environmental quality; and
- limited catchment population and competition from nearby retail parks and planning permissions for new floorspace.

Opening Hours Availability/Night-Time Economy

There are a range of opening hours amongst the retailers present in Handforth. Regarding convenience retailers, Tesco express opens between 6am-11pm and Spar operates between 7am – 10pm. However, the majority of retailers within the town centre generally operate between 9am - 5.00pm. Although there are restaurants and several takeaways in Handforth, there are only a few bars and public houses in the centre which result in the centres night-time economy being very limited.

Summary

Handforth continues to mostly serve local needs. It remains that its catchment is restricted by the nearby retail parks and Wilmslow Town Centre. However, against the national trend, vacancies have decreased and the demand for units has increased representing a much-improved position over that recorded in 2016. The Paddock also now appears to be operating more successfully than in 2016 and is considered reasonably vibrant. Given this, we no longer consider there a need for the centre to be downsized, though the environmental quality of the centre would benefit from enhancement. The centre's evening economy offer would also benefit from improvement to help extend the opening hours of the centre.

Knutsford Town Centre Health Check Assessment

2016 Health Check Findings

In 2016, Knutsford Town Centre was considered to:

- Be a thriving and vibrant centre;
- Show signs of being a vital and viable centre;
- Have consistently low vacancies;
- Have an improved and modernised convenience retail offer;
- Have an attractive historic core and character and recently upgrades have been made to the environmental quality;
- provide a strong convenience and retail service offer; and
- have high levels of congestion in the most central parts.

2020 Health Check Update

Diversity of Uses & Retail Representation

Knutsford Town Centre, one of the larger Key Service Centres, continues to provide a good varied shopping and leisure offering which includes a significant number of comparison goods outlets. The number of units in retail and service use remains largely unchanged (circa 200 units) and are primarily focused along Princess Street and Kings Street.

Convenience goods provision in the town centre has improved since 2016, with the number of units increasing from 9 to 12 between 2016 and 2019. The edge of centre Booths and Aldi stores (which aren't included in the Goad Boundary) further enhance the convenience provision in the town. The Market Hall also continues to offer a collection of independent traders which further adds to the convenience offer in the town centre

Table 1: Diversity of Uses in Knutsford Town Centre in 2016

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	9	5	9	2,149	8	15
Comparison	75	37	32	8,683	33	36
Retail Service	40	20	14	3,226	12	8
Leisure Service	43	21	23	8,254	31	23
Financial and Business Service	22	11	11	2,456	9	8
Vacant	12	6	11	1,496	6	9
Total	201	100	100	26,264	100	100

Source: Experian Goad & WYG Survey
 UK average from the Experian Goad Category Report (2015)

Table 2: Diversity of Uses in Knutsford Town Centre in January 2019

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	12	6	9	2,400	8	15
Comparison	80	39	29	9,240	33	34
Retail Service	39	19	15	3,620	13	7
Leisure Service	42	21	25	9,120	32	26
Financial and Business Service	20	10	10	2,980	11	7
Vacant	10	5	12	1,000	4	11
Total	203	100	100	28,360	100	100

Source: Experian Goad Survey January 2019
 UK average from the Experian Goad Category Report (February 2020)

Table 3: Units in Knutsford January 2019

National Operators	Total
Key Anchor Store: Little Waitrose, Cooperative Food, Sainsbury's Local Multiple Operators: Boots, Waterstones, WH Smith, Fat Face, Carphone Warehouse, British Red Cross, Cancer Research, Oxfam, Timpsons, Tony & Guy, William Hill, Costa Coffee, Pizza Express, Nationwide, Barclays, Lloyds TSB, HSBC, Santander, Nat West, Gascoigne Halman, Age UK, , JaegerOutlet, Lost & Found Bar, Hays Travel, Anytime Fitness, Domino's, Barbour and Bridgords.	30
Community Facilities	
Civic Centre, Medical centre/doctors' surgery (x3), dentists, library, police station, nursery, museum, community hospital, churches (x3)	13

The town centre has seen an increase in the number of comparison goods units since 2016 (+5). It has a high representation of comparison units with a total of 80 units representing 39% of the centre which is 10% above the national average. Due to the relatively small sized units, the proportion of comparison goods floorspace in the centre is comparable to the UK average.

Retail service provision has remained relatively stable since 2016 and remains above the UK average in both unit and floorspace proportion terms. The majority of retail services continue to be occupied by hairdressers/beauty salons. Knutsford leisure service provision has also remained stable since 2016, with the centre providing a good range of pubs/restaurants/cafes and continuing to be a popular eating out and drinking destination. The Curzon Cinema on Toft Road is also an important leisure facility for the town and since 2016 it has seen investment including the creation of two additional screens. The proportion of units in leisure service use is below the national average (primarily due to the large number of comparison goods units), however in floorspace terms it is above the UK average.

Turning to financial and business services the centre has lost 2 financial and business service units since 2016 and now has a total 20 units. The proportion of units in financial and business service use is identical to the national average of 10%. It is noteworthy that of these units, Knutsford has retained its national bank/building society operators (HSBC, Lloyds Bank, Natwest and Nationwide).

Knutsford hosts 'the Makers Market' which takes place on the first Sunday of the month, primarily on Princess Street. The artisan market provides stalls which sell food, drink, and art and craft gifts/goods.

Vacancies

The number of vacant units in the town centre has reduced since 2016 (from 12 to 10 units) with the proportion of vacant units and floorspace being significantly below the UK average. We note that some units have been vacated since the last Goad survey (January 2019), notably Topps Tiles and Tesla on Canute Place and Broadbents on King Street. The former Topps Tiles, together with the former Maclaren and more recently Tesla car showrooms are reasonably prominent units which detract from the vitality of this part of the centre. In terms of other vacant units, these are generally dispersed around the centre.

The Council undertakes yearly shopping surveys of its Principal Towns and Key Service Centres based on the town centre boundaries in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively). Figure x (below) presents a comparison between the proportion of vacant units in the town centre of Knutsford as a snapshot in 2016 compared to the March 2020 position.

Table 4: Vacancy Rates Based on Council Shopping Survey

	2016	2020
Vacancy Rate	12 vacant units out of 242 units (5%)	27 vacant units out of 240 units (11%)**

Source:

*CEC 2016/17 Authority Monitoring Report (table 12.26)

** CEC Shopping Survey, March 2020

It is important to note that:

- the boundaries for the Council’s monitoring data reflects the town centre boundary in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively) rather than the GOAD centre boundary reported in other aspects of the health check report; and
- the March 2020 shopping survey represents a position Pre COVID 19

Accessibility

Knutsford continues to be well connected to the wider road network with excellent accessibility to the M6 and M56 motorways. Car parking provision remains unchanged since our 2016 survey with car park provision provided at Tatton Street (144 spaces), King Street (131 spaces) Princess Street (54 spaces) and Silk Mill Street (30 spaces). Further short stay parking provision continues to be provided at Booths and Aldi as well as on-street car parking spaces. However, we understand that there are still issues at peak times in terms of car parking capacity in the town centre.

The Knutsford Neighbourhood Plan was made in March 2019. Following the Neighbourhood Plan, Knutsford Town Council are in the process of preparing a Town Centre Masterplan. The Town Council are in the early stages of considering potential options to improve parking provision and the hazards of traffic in the town centre. The Knutsford Town Council ‘From Top to Bottom Street’ report consider a potential scheme which would: (1)make better use the existing car parking areas in the town centre which could involve the potential development of one/two multi storey car parks; (2) limit traffic along King and Pirincess Street; and (3) enforce ‘no parking’ regulations along King and Princess Streets.

The reasonably central location of Knutsford Railway Station still means that the town centre continues to be benefit from good accessibility by rail. Knutsford also benefits from a central bus station located on Bexton Road.

Environmental Quality

Knutsford continues to benefit from its attractive historic core and streetscape, with its narrow street pattern being a key quality. However, through traffic does have a negative impact on the environmental quality of the centre. We understand that as part of Knutsford Town Council masterplan consideration is being given to limiting traffic travelling along King and Princess Street. We consider that reducing the traffic along these streets would not just help improve environmental quality of the centre it would also help reduce vehicular/pedestrian conflict which in turn would improve safety.

Pedestrian flows

Like the 2016 survey, pedestrian activity continues to be concentrated along both the main shopping street of King Street and Princess Street with lesser footfall monitored towards the edges of the centre. Both edge of centre foodstores continue to attract good levels of pedestrian activity and any potential measures which would encourage further linked trips between these stores and the town centre should be encouraged.

Commercial Rents

We have used the EGi database and Zoopla to obtain information on the strength of the rental market for retail units within the centre. In May 2020, primarily due to the limited number of commercial properties being marketed, there was limited rental value data available. Of the data available rental values ranged from £242 sqm (25-29 Canute Place) to £388 sqm (Unit 6 Regent Street). The average commercial rental level is still considered to be high compared to other towns within the borough.

Digital High Street

The town centre has recently benefitted from the introduction of a dedicated website (www.knutsfordhighstreet.com) which provides information all the local business within and around Knutsford. The website is modern, easy to use and provides information and contact details for town centre services/retailers. We understand that is updated frequently. The town centre therefore has a strong online presence.

The town centre is also reasonably well provided for in terms of Wi-Fi. In addition to a number of BT and 'The Cloud' hotspots, a number of retailers and restaurants/cafes also now have their own Wi-Fi for customers to access including Co-operative Food, HSBC and Boots. In terms of click and collect and parcel pick up facilities, it is noted that there is now an Amazon Locker on Tatton Street next to the Sainsburys Local Store.

Balance between Independent and Multiple Stores

There continues to be an good balance of both national operators and independent traders within the town centre. The centre continues to provide a considerable number of independent boutiques and fashion retailers which contributes to the unique offer/character of the town centre. Overall, some 78% of retailers/services are occupied by independent businesses. Whilst only 22% of units are occupied by national multiple retailers, the retailers that are present provide a good balance and both national and independent businesses compliment one another to provide a strong offering to both residents and visitors.

Barriers to New Investment

We consider that the main barriers to retail and commercial business opening premises in the town centre are:

- The potential issues arising from car parking capacity issues at peak times.
- Relatively high rental levels

Opening Hours Availability/Night-Time Economy

Knutsford Town Centre has both a vibrant daytime and evening/night-time economy. The operating hours of retailers and services are the usual day time opening hours (generally between 8.30am – 5.00pm) although it is noted that both Little Waitrose and Sainsburys Local operate longer hours (between 7.00am – 10.00pm.)

As noted previously the town centre has a vibrant and popular evening/night-time economy with a mix of restaurants and bars which are frequented by both residents and visitors.

Summary

Knutsford Town Centre continues to provide a vibrant town centre and remains a popular destination for both residents and visitors from further afield. All retail and service sectors continue to be well represented with the centre continuing to have a relatively low vacancy level, although there have been some notable additional vacancies more recently. The town centre provides an attractive environment and continues to benefit from a strong leisure offer which extends the centres' opening hours into the evening. The centre also benefits from a modern attractive and user-friendly website and an active Town Council which is seeking to bring forward measures to enhance the vitality and viability of the centre further.

Middlewich Town Centre Health Check Assessment

2016 Health Check Findings

In 2016, Middlewich Town Centre was considered to:

- have a good convenience retail offer
- need intervention to ensure its viability and vitality does not deteriorate;
- have a declining vacancy rate;
- be highly accessible;
- have a limited digital presence; and
- have limited levels of pedestrian activity.

2020 Health Check Update

Diversity of Uses & Retailer Representation

Middlewich continues to perform a key role in catering for the day to day convenience and service needs of the local residential community.

Middlewich Town Centre is well represented in the convenience goods sector. Whilst there has been a reduction in convenience goods units in the town centre, the proportion of units remains above the UK average (9%) with the proportion of floorspace in convenience goods use (31%) being significantly above the national average (15%) (as of September 2018 (the latest available Experian Goad Plan)). Convenience provision continues to be represented by the Tesco Jacks store and the Lidl (edge of centre) store. These anchor stores are supported by a Tesco Express, butcher, off-licence, and bakers.

In contrast, reflective of the role of the centre, comparison goods provision is considerably below the national average figures for both the proportion of units (22% compared to UK average of 29%) and floorspace (13% compared to UK av. 34%). With the exception of Rowlands Pharmacy and Cancer Research Charity Shop all comparison goods units are occupied by independent retailers.

Table 1: Diversity of Uses in Middlewich Town Centre in 2016

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	10	12	9	3,808	30	15
Comparison	16	19	32	1,655	13	36
Retail Service	23	27	14	1,941	15	8
Leisure Service	20	23	23	2,986	23	23
Financial and Business Service	8	9	11	1,288	10	8
Vacant	9	11	11	1,248	10	9
Total	86	100	100	13,374	100	100

Source: Experian Goad & WYG Survey
 UK average from the Experian Goad Category Report (2015)

Table 2: Diversity of Uses in Middlewich Town Centre in September 2018

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	8	9	9	3,660	31	15
Comparison	19	22	29	1,580	13	34
Retail Service	20	23	15	1,510	13	7
Leisure Service	22	25	25	2,650	22	26
Financial and Business Service	9	10	10	1,120	9	7
Vacant	10	11	12	1,300	11	11
Total	88	100	100	11,820	100	100

Source: Experian Goad Survey September 2018
 UK average from the Experian Goad Category Report (February 2020)

Table 3: Units in Middlewich September 2018

National Operators	Total
Key Anchor Store: Tesco (Jacks), Lidl Other National Retailers: Nationwide, Reeds Rains, Rowlands Pharmacy, Tesco Express, Betfred, Cancer Research UK, Jewsons, Post Office	11
Community Facilities	
Library, Church (x2), Medical Centre, Town Hall/Town Council offices, Children's Day Centre, Community Centre	6

In terms of retail service provision, whilst the number of units has reduced by 3 since our 2016 survey (from 23-20 units) the current proportion of units in the centre (23%) remains above the UK average (15%). There continues to be a healthy number of hairdressers/beauty salons in the centre (12) together with 2 opticians, a dry cleaners, a travel agents, tattoo parlour and funeral services.

For its size and role, leisure service provision in the town centre is considered to be reasonably good. The centre provides 4 pubs/bars, 6 restaurants/café's and 6 takeaway outlets. Since 2016, the number of leisure units has increased (+2) with the proportion of units in such use in line with the UK average (25%).

Units in financial service use have increased by 1 since 2016 (from 8-9) with current provision including 2 financial advisors, 2 estate agents, buildings contracts services, and 1 bank/building society. Following the closure of Barclays Bank in 2017, Nationwide is the only remaining building society/bank in the centre.

Vacancies

The latest Goad Plan data for Middlewich (September 2018) identifies the number of vacant units in the centre between 2016 and 2018 has increased marginally from 9 to 10 units with the level of floorspace also increasing by a small amount (1,248sq m – 1,300sq m gross). The proportion of vacant units at September 2018 was slightly lower than the UK average. However, we are aware that since the last Experian Goad survey, a number of vacant units have now been occupied: (1) vacant public house, 87 Wheelock Street, converted to residential; (2), 43 Wheelock Street has been re-occupied by a barbers; (3) 24-26 Wheelock Street (former Barclays Bank) re-occupied by a bridal shop; (4) 71 Wheelock Street converted to residential; and (5) 78 Wheelock Street converted to residential. Also, we understand that planning permission was granted earlier this year for the redevelopment of 63-65 Wheelock Street (and land adjoining) for retirement living accommodation with commercial uses at ground floor. The re-occupation of these units results in a reduced vacancy rate both in unit and floorspace terms and one which is significantly below the UK average.

The Council also undertakes yearly shopping surveys of its Principal Towns and Key Service Centres based on the town centre boundaries in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively). Table 4 (below) presents a comparison between the proportions of vacant units in the town centre of Middlewich as a snapshot in 2016 compared to the March 2020 position.

Table 4: Vacancy Rates Based on Council Shopping Survey

	2016	2020
Vacancy Rate	12 vacant units out of 88 (14%)*	7 vacant units out of 87 units (8%)**

Source:

*CEC 2016/17 Authority Monitoring Report (table 12.26)

** CEC Shopping Survey, March 2020

It is important to note that:

- the boundaries for the Council’s monitoring data reflects the town centre boundary in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively) rather than the GOAD centre boundary reported in other aspects of the health check report; and
- the March 2020 shopping survey represents a position Pre COVID 19.

Accessibility

The accessibility in Middlewich remains largely unchanged since our 2016 survey. There remains reasonable car parking provision with the centre providing two council owned car parks as well as the car parking areas related to the Jacks and Lidl supermarkets and on-street parking spaces. The centre is reasonably well service by buses which connect it to Northwich, Crewe, Sandbach, Haslington and Winsford. There is no railway station within walking distance of the centre, although land continues to be safeguarded for the potential delivery of a new railway station.

Environmental Quality

The traditional linear form and historic assets in the town centre continue to contribute to the environmental quality of the centre. St Michael’s Way (A54) does however detract from the environmental quality of the part of the centre where Wheelock Street meets Hightown. Lewin Street provides a number of attractive buildings albeit in places, due to narrow pavements, vehicular traffic can dominate parts. Wheelock Street provides a more enclosed attractive environment with shops fronts generally well maintained and the street free of litter and graffiti. It is considered that the environmental quality on Wheelock Street would benefit from public realm improvements.

Pedestrian flows

Similar to the 2016 study, pedestrian activity is monitored to generally be low in the centre. The highest footfall is in the vicinity of the Jacks and Tesco express stores. The lowest level of pedestrian activity is found along Lewin Street (south of the Library) and the western end of Wheelock Street.

Commercial Rents

We have used the EGi database and Zoopla to obtain information on commercial rent prices in Middlewich. A review of the limited advertised retail units (3 properties) shows that currently rental value range between £115 per sqm (1-3 Wheelock Street) to £231 per sqm (19 Wheelock Street). The average rental value at the current time is £188 per sqm which is higher than the average rental value at 2016 (£100 per sqm). Given the limited property rental data that is currently available the differences are primarily due to the type of properties that are on the market rather than the suggestion that commercial rents have increased. We consider it unlikely that commercial rents are unlikely to have materially increased since our earlier survey of the centre.

Digital High Street

Digital facilities continue to be limited in Middlewich Town Centre. Other than at the Post Office, Wheelock Street, no clock and collect facilities are present. There are also no Collect+ or Amazon Lockers present in the centre. In terms of free Wi-Fi coverage, the centre continues to have a low coverage with hotspots limited to Jacks. The 2016 survey recorded a Cloud Hotspot at The White Horse but this public house, but this has since closed. The town centre's online presence is poor with limited information on the town centre available on www.visitcheshire.com.

Balance between Independent and Multiple Stores

The town centre national multiple anchor Tesco Jacks store is complemented primarily by independent retailers/service who occupy some 90% of the units in the centre. The current mix of independent and multiple stores appears to be working reasonably well together with the Jack's store helping to increase footfall for the smaller independent retailer.

Barriers to New Investment

We consider that the main barriers to retail and commercial business opening premises in the town centre are:

- its localised catchment area (due to the presence of Sandbach and Winsford in close proximity to the centre, along with Crewe Town Centre); and
- limited available property to meet potential requirements from both national and independent operators.

Opening Hours Availability/Night-Time Economy

Middlewich town centre comprises a diverse range of uses which are open throughout different times in the day. The vast majority of shopping units open between 9am-5.30pm Monday-Saturdays with the exception of the Jacks foodstore (6am-11pm) and Lid (8am-10pm). With 4 pubs/bars, 6 restaurants/café's and 6 takeaway outlets the centre is considered to have a reasonably good night-time economy offering, with a number of pubs and restaurants open until 11pm.

Summary

Middlewich continues to perform a key role in catering for the day to day convenience and service needs of the local residential community. The centre continues to benefit from good accessibility by car and, despite the challenging retail climate over the past couple of years, has seen a reduction, and good churn, in vacant units.

The centre provides a strong convenience goods offer, its comparison goods offer is limited (which is reflected of its role), and the centres leisure and retail service provision is also reasonably good. With the closure of Barclays Bank in 2017, banking/building society provision is however now limited to Nationwide Building Society.

Middlewich's location close to Sandbach, Winsford and Crewe are considered to be the main barriers for new investment opportunities/attracting additional, particularly national multiples, to the town centre. Primarily as a result of this, pedestrian activity is generally low within the centre. In our 2016 survey we advised that intervention be considered to ensure Middlewich's vitality and viability doesn't deteriorate. Whilst it is evident that Middlewich's health hasn't deteriorated since 2016, we still consider that the centre would benefit from improvements in its public realm on Wheelock Street

Nantwich Town Centre Health Check Assessment

2016 Health Check Findings

In 2016, Nantwich Town Centre was considered to:

- be a thriving and vibrant centre;
- have consistently low vacancies;
- have an improved and modernised convenience retail offer;
- have an attractive historic core and character and recent upgrades have been made to the environmental quality;
- provide a strong convenience and retail service offer; and
- have high levels of congestion in the most central parts.

2020 Health Check Update

Diversity of Uses & Retailer Representation

The total number of retail and service units in Nantwich Town Centre, using the Goad centre boundary, has increased by 10 units since 2016 (from 277 to 287 units). The total amount of floorspace has also risen by 1,438 sqm with units in the centre now (as of October 2019 (the latest available Experian Goad Plan) comprising 43,560 sqm. The Morrisons foodstore towards the south-east of the centre continues to be the main key anchor store with a floorspace of 3,360 sqm. Other key anchors include the M&S Foodhall and Aldi foodstores.

As well as providing an important retail and service destination for the surrounding residential area, Nantwich continues to cater for visitors and tourists. Although, for its size, there is a reasonably good range of national multiple operators, there remains a strong representation from independent retailers in the centre, which brings interest and provides a speciality offer to the town centre.

Table 1: Diversity of Uses in Nantwich Town Centre in 2016

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	18	7	9	8,355	20	15
Comparison	94	34	32	13,576	32	36
Retail Service	64	23	14	5,985	14	8
Leisure Service	60	22	23	9,081	22	23
Financial and Business Service	25	9	11	3,444	8	8
Vacant	16	6	11	1,681	4	9
Total	277	100	100	42,122	100	100

Source: Experian Goad & WYG Survey
 UK average from the Experian Goad Category Report (2015)

Table 2: Diversity of Uses in Nantwich Town Centre in October 2019

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	19	7	9	8,030	18	15
Comparison	101	35	29	13,780	32	34
Retail Service	60	21	15	4,320	10	7
Leisure Service	65	23	25	10,680	25	26
Financial and Business Service	26	9	10	4,340	10	7
Vacant	16	6	12	2,410	6	11
Total	287	100	100	43,560	100	100

Source: Experian Goad Survey
 UK average from the Experian Goad Category Report (February 2020)

Table 3: Units in Nantwich Town Centre, October 2019

National Operators	Total
Key Anchor Store: Morrisons, Aldi, M&S Simply Food Other National Retailers: Age UK, British Heart Foundation, Barnardo's, Barclays, Boots, B&M Bargains, Café Nero, Cancer Research, Card Factory, Chopstix, Clarks, Costa Coffee, Domino's, EE, Fat Face, Hallmark, Hays Travel, Holland and Barrett, Home Bargains, Jepsons, Joules, Johnsons, Ladbroke's, M&Co, Nationwide, NatWest, Oxfam, Post Office, Pink, Reed, Regis Hair, Savers, Specsavers, Subway, Superdrug, The Salvation Army, The Works, Thorntons, Timpsons, TSB, Well Pharmacy, WHSmith, William Hill, Yorkshire Bank	47
Community Facilities	
Community Centre, Dentist (x6), Library, Museum, Police Station, Primary Care Medical Centre, Church, and 2x swimming pools open air and indoor	13

Convenience goods provision has marginally increased (+1) with a total of 19 units currently being present. Convenience goods provision accounts for 7% of the total units in the Goad centre boundary which is below the national average. In floorspace terms, primarily due to the large Morrisons foodstore, the proportion of convenience goods floorspace in the centre is above the national average (18% compared to 15%).

Turning to comparison retail provision, Nantwich's offer is still considered to be strong for its scale/function. The number of units occupied by comparison goods has increased since 2016 (from 94 to 101). The overall proportion of units occupied by comparison goods retailers is 35% which is higher than the national average of 29%. In floorspace terms, reflecting the fact that the centre generally provides small/medium sized units, the proportion of comparison goods floorspace is slightly below the national average.

Nantwich continues to be well represented by retail services despite seeing a decrease in 4 units. Retail service units account for 21% of the centre which is 6% higher than the national average (15%). This is also the case regarding floorspace provision. Notwithstanding the loss of 1,665 sqm floorspace coverage, retail service units still account for 10% of the centre compared to the national average of 7%. There remains a high proportion of health and beauty uses.

The centre provides an additional 5 leisure service units when compared to our 2016 survey, with 65 units representing 23% of the total units in Nantwich. Whilst leisure services still fall 2% below the national average it is considered that there is still a reasonable range of leisure service retailers present.

Financial and business services account for 9% of the centre (26 units) many of which are national operators including Barclays, Nationwide, Yorkshire Building Society TSB, NatWest and HSBC There has been a significant rise of 896 sqm floorspace since 2015 and as a result financial and business services account for 10% of the centre, 3% higher than the national average.

Vacancies

The vacancy rate in the town centre is the same as our 2016 survey. The centre contains only 16 vacant units which represents just 6% of the total number of units in the centre. The vacancy level (6%) is half of the current national average (12%).. In terms of vacant floorspace, whilst the level of floorspace has increased since 2016 it remains somewhat below the national average. The former Union bar/pub (480sq m gross) and Co-op store (660sq m gross) at the northern end of the High Street are notable, reasonably sized, vacant units which would benefit from re-occupation

The Council undertakes yearly shopping surveys of its Principal Towns and Key Service Centres based on the town centre boundaries in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively). Table 4 (below) presents a comparison between the proportion of vacant units in the town centre of Nantwich as a snapshot in 2016 compared to the March 2020 position.

Table 4: Vacancy Rates based on Council Shopping Survey

	2016	2020
Vacancy Rate	12 vacant units out of 250 (5%)*	11 vacant units out of 251 units (4%)**

Source:

*CEC 2016/17 Authority Monitoring Report (table 12.26)

** CEC Shopping Survey, March 2020

It is important to note that:

- the boundaries for the Council’s monitoring data reflects the town centre boundary in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively) rather than the GOAD centre boundary reported in other aspects of the health check report; and
- the March 2020 shopping survey represents a position Pre COVID 19

Accessibility

Accessibility of the centre remains largely unchanged since our 2016 survey. The centre is considered to be easily accessible by car with a number of pay and display car parks including parking at Morrison and Aldi stores (albeit technically for customers). With Nantwich Railway Station still located to the south of the town centre, off Pillory Street, the centre continues to be accessible by train.

The centre is still considered to be pedestrian and cycle friendly, with the pedestrianised area providing a safe environment for users and cycle parking spaces located at appropriate locations.

Finally, in terms of bus services, regular services are still provided to the surrounding residential areas and nearby centres including Crewe.

Environmental Quality

The shopping environment in Nantwich continues to be aesthetically appealing due to the traditional streetscape and many historic buildings. The pedestrianised areas of High Street, Churchyardside and Pepper Street offer a traffic free environment which contributes to the environmental quality of the centre.

Nantwich continues to be well maintained, clean and provides areas of attractive street landscaping. However, the environmental quality along Oat Market ad is slightly less attractive at the northern extent of the town centre along Beam Street is less attractive with traffic impacting on the environmental quality of this part of the town centre.

Pedestrian flows

Similar to our 2016 survey, the highest levels of pedestrian activity was monitored in the vicinity of the High Street (pedestrianised area) with good levels of activity also noted along Beam Street in the vicinity of the bus station and leading towards the Market Hall and the bus interchange. Footfall levels were lower along Hospital Street and Pillory Street.

Commercial Rents

We have used the EGi database and Zoopla to obtain information on commercial rent prices in Nantwich. A review of advertised retail units show that currently rental values range between £118 per sqm and £302 per sqm. Based on the advertised retail units, the average rental value in the centre is £269 per sqm which is slightly higher than the properties reviewed in the previous study (£234 per sqm).

Digital High Street

Nantwich continues to be reasonably well provided for in terms of free Wi-Fi provision. There continue to be 8 Cloud hotspots provided at various locations within or on the edge of the centre. There are now 4 BT hotspots (+3 since 2016) within the centre at NatWest, EE Store, TSB Nantwich and M & S. There are also 2 Sky hotspots at Caffè Nero on High Street and Wickstead Arms on Mill Street.

There continues to be 1no. Collect+ facility present in the centre (Premier on High Street). There is also an amazon locker located at the Morrisons foodstore. Nantwich Market also continues to have an active website which is run by Nantwich Town Council.

Balance between Independent and Multiple Stores

As identified in our 2016 survey, Nantwich provides a unique offer as a result of its range of independent occupiers. Of the total number of units within Nantwich, by far the majority (78%) of units are occupied by independent businesses. Whilst, for its size the town centre does provide a reasonable range of national operators, given its location close to higher order centres it cannot always compete for the same national operators. Overall, for its role and function, the balance of independent and multiple retailers is considered to be good for Nantwich Town Centre.

Evidence of Barriers to Business

We consider that the main barriers to retail and commercial business opening premises in the town centre are:

- The vicinity of higher order centres and, for some occupiers, its limited catchment area; and
- The limited number of available premises/sites.

Opening Hours and Extent of Evening/Night-Time Economy Offer

The operating hours for the retailers within Nantwich are generally between 9am -5pm with the exception of a few stores e.g. Home Bargains which operates between 9.00am-6.00pm. The foodstores within the centre are open longer hours with the Morrisons open between 7.00am-10.00pm and Aldi operate between 8.00am – 10.00pm. The majority of restaurants and bars within the centre are open until 22.00-23.00pm, with the Studio Nightclub on Castle Street open until 3am on Fridays and Saturdays.

Overall, it is considered that whilst the evening/night economy is reasonable, which helps extend the opening hours of the centre, and in turn activity, into the early evening.

Summary

Nantwich Town Centre is considered to still be vital and viable. Nantwich continues to play an important role in providing for the day-to-day retail and service needs for the local community as well as catering for visitors/tourists. It currently contains a low proportion of vacant units, generally provides an attractive environment, and provides a good range of speciality/independent shops/businesses.

Poynton Town Centre Health Check Assessment

2016 Health Check Findings

In 2016, Poynton town centre was considered to:

- be a thriving and vibrant centre;
- have consistently low vacancies;
- have an improved and modernised convenience retail offer;
- have an attractive historic core and character and recently upgrades have been made to the environmental quality; and
- provide a strong convenience and retail service offer.

2020 Health Check Update

Diversity of Uses & Retailer Representation

Poynton town centre continues to function as an important retail and service sector for its catchment population. Retail units are concentrated on Park Lane and London Road South. The town centre's retail core forms two separate parts with a Waitrose store anchoring the Park Lane part and an Aldi store anchoring the London Road South part. Since our 2016 survey the former Poynton Cinema has been demolished and has been replaced with the Aldi and 4 retail units. Also, the Asda store on Park Lane has closed.

The convenience goods sector in the town centre is considered to be very good, with the centre providing a large Waitrose, new Aldi, small Morrisons, and a number of small bakers, butchers and deli's. Whilst the small Asda store has closed, a new modern Aldi store has opened, which has significantly benefitted the London Road South part of the centre. Overall, some 13 convenience goods units are provided for inside the Goad boundary with the proportion of units (12%) being above the UK average (9%) and proportion of convenience floorspace (39%) being significantly above the UK average (15%).

Table 1: Diversity of Uses in Poynton Town Centre in 2016

	Units			Floorspace		
	No.	%	UK Average	Sq.m	%	UK Average (%)
Convenience	8	7	9	3,837	28	15
Comparison	39	36	32	3,820	27	36
Retail Service	25	23	14	1,712	12	8
Leisure Service	22	20	23	2,992	22	23
Financial and Business Service	10	9	11	872	6	8
Vacant	6	6	11	690	5	9
Total	110	100	100	13,923	100	100

Source: Experian Goad & WYG Survey
UK average from the Experian Goad Category Report (2015)

Table 2: Diversity of Uses in Poynton Town Centre in August 2018

	Units			Floorspace		
	No.	%	UK Average	Sq.m	%	UK Average (%)
Convenience	13	12	9	6,049	39	15
Comparison	30	28	29	2,679	17	34
Retail Service	23	21	15	1,405	9	7
Leisure Service	24	22	25	2,987	19	26
Financial and Business Service	9	8	10	700	5	7
Vacant	9	8	12	1,659	11	11
Total	108	100	100	15,479	100	100

Source: Experian Goad Survey August 2018
UK average from the Experian Goad Category Report (February 2020)

Table 3: Units in Poynton August 2018

National Operators	Total
Key Anchor Store: Waitrose, Aldi	
Other National Retailers: Age UK, Subway, Card Factory, Barnardo's, Well Pharmacy, Boots, Greggs, Pizza Express, Rowlands Pharmacy, Co-operative Funeral Care, Costa Coffee, Morrisons, Sue Ryder, WH Smith/Post Office, debra,	17
Community Facilities	
Churches (x3), Medical Centre, Dentist, The Centre in Poynton (hall for hire/events (edge of centre))	6

The comparison goods sector has seen a fall in comparison goods units since our 2016 survey, which reflects the national trend in the period. Notwithstanding this, it is still considered that the centre is reasonably well represented providing 30 units, which represents 28% of the total number of units. This is comparable to the UK average (29%). In floorspace terms, the proportion of comparison goods floorspace is significantly below the UK average. This is primarily due to the comparison goods retailers occupying small units and the large footprint convenience goods retailers 'skewing' the figures.

Despite a reduction of 2 units between 2016 and 2018, Poynton continues to be well represented in the retail service sector for both the number of units and floorspace provision. Of particular note is the healthy number (14) of hairdressers/beauty salons in the centre. Overall, the proportion of units in retail service use is 21%, which is above the UK average of 15%.

Turning to leisure services, the centre has improved since our 2016 survey. The centre includes 24 units, representing 22% of the centre, which falls 3% below the national average (25%). We note that the leisure service provision has improved further since the 2018 Goad survey with further restaurant provision opening such as the Panache restaurant in the former Natwest bank unit. Overall, we consider that the leisure provision in the centre is reasonably good, with the centre providing 15 restaurants/café's, 6 take away outlets and 5 pubs.

In terms of the financial and business service sector following the closure of the Natwest bank, London Road South, and RBS bank, Fountain Place, in 2016 and 2018 respectively, the town centre no longer has any banking facilities. The Post Office on Fountain Place does however provide some limited banking facilities. The centre does however still provide one building society, Vernon Building Society, opposite the Waitrose store. The financial and business service sector includes 5 estate agents together with 1 financial advisor.

Vacancies

Poynton's vacancy rate has increased by 3 units since the previous survey (from 6 to 9 units), but it has recently declined from a high of 10 vacant units in 2019. Vacant units occupy 8% of the total units in the centre which is 4% below the national average. They also comprise 1,659 sqm floorspace which is identical to the national average of 11%. However, since 2018 a number of vacant units have been occupied, including: 4 Park Lane, which has been re-occupied by Wells Pharmacy (relocated from 4a Park Lane (which is vacant)); 32 Park Lane, which has been re-occupied by Kitchens of Poynton, and; 1 London Road South (former Natwest Bank), which has been re-occupied by Panache restaurant.

The Council also undertakes yearly shopping surveys of its Principal Towns and Key Service Centres based on the town centre boundaries in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively). Table 4 (below) presents a comparison between the proportions of vacant units in the town centre of Poynton as a snapshot in 2016 compared to the March 2020 position.

Table 4: Vacancy Rates Based on Council Shopping Survey

	2016	2020
Vacancy Rate	9 vacant units out of 127 (7%)*	8 vacant units out of 121 units (7%)**

Source:

*CEC 2016/17 Authority Monitoring Report (table 12.26)

** CEC Shopping Survey, March 2020

It is important to note that:

- the boundaries for the Council’s monitoring data reflects the town centre boundary in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively) rather than the GOAD centre boundary reported in other aspects of the health check report; and
- the March 2020 shopping survey represents a position Pre COVID 19.

Accessibility

Poynton continues to have excellent car and bus accessibility. There are numerous car parks within the centre including those at the Waitrose and Aldi stores and off Queensway. There are also good levels of on-street parking provision. Bus services, which stop in the centre, connect it to neighbouring centres including Macclesfield, Stockport, Bollington and Hazel Grove. Poynton Railway Station is located to the west of the centre, albeit a short walk away.

The shared surface boulevard style environment of the centre results in it being pedestrian friendly and continues to encourage pedestrian movement within the centre.

Environmental Quality

Poynton town centre’s continues to provide a high-quality environment. The public realm is very attractive with trees and street furniture providing a pleasant shopping/visitor environment. Generally, shop fronts are well maintained and there is no evidence of litter or graffiti. There continues to be heavy through traffic in the centre, but the public realm helps to soften the impact and prioritise pedestrians.

Pedestrian flows

As the key anchors for the centre, the highest levels of pedestrian activity are in the vicinity of the Waitrose and Aldi stores. Lower levels of activity are found in the vicinity of the London Road South/Park Lane junction and Queensway.

Commercial Rents

We have used the EGi database and Zoopla to obtain information on commercial rent prices in Poynton town centre. There is rental data available for only one commercial property in the town centre. 4 Park Lane, previously occupied by Well Pharmacy, has a rental value of £186 per sqm. At the time of our 2016 survey there was no commercial rental data available. Given the limited data available it is not possible to draw any conclusions on commercial rents in the town centre.

Digital High Street

The range of digital facilities within Poynton are similar to the offer in 2016. Besides the Click and Collect facility in Waitrose, there continues to be minimal collection points within the centre. There is also reasonably limited Wi-Fi coverage within the centre. A number of retailers, including Waitrose, Costa Coffee and Greggs provide Wifi, however there are no other Wi-Fi providers available in Poynton.

In terms of online visibility, Poynton web (<http://www.poyntonweb.co.uk/>) continues to provide a reasonably comprehensive source of information on the town centre including events, shops and news.

Balance between Independent and Multiple Stores

The current mix of independent and multiple stores in the town centre appears to be working well. This is evident from the vitality and viability of the centre. The national multiple anchor stores and smaller independent shops/services provide a complementary and good overall mix of services/shops. Overall, approximately 87% of the retailers/services are operated by independents.

Barriers to New Investment

With the exception of competition from surrounding larger centres and available suitable units to meet potential future operator requirements, we do not consider that there are any notable barriers to potential new future investment in the centre.

Opening Hours Availability/Night-Time Economy

Retailers in the town centre are generally open during the normal shopping hours (between 9am-5pm between Monday to Saturday) with the foodstores operating longer hours: Waitrose (8am-9pm), Aldi (9am-10pm) and Morrisons (7am-10pm). With the centre providing 15 restaurants/café's, 5 pubs and 6 take away outlets the evening/night-time economy is considered to be good. Outside seating adds to the vibrancy of the centre particularly in the summer months.

Summary

Poynton continues to be a vital and viable centre, providing an important retail and service sector for its catchment population. The town centres' convenience sector is particularly strong, and the centre provides a good balance and mix of multiple and independent operators. The town centre continues to provide a high-quality environment and its' vacancy level remains low and below the UK average. The night-time/evening economy is also considered to be good. The closure of the last 2 banks in the centre is disappointing but unfortunately this has been a national trend across smaller/medium sized towns.

Sandbach Town Centre Health Check Assessment

2016 Health Check Findings

In 2016, Sandbach Town Centre was considered to:

- be a vital and viable centre;
- provide an important resource in catering for the retail and service needs of the local population;
- have a good balance of national and independent retailers;
- have a low vacancy rate with no long terms vacant units present; and
- comprise an attractive shopping environment.

2020 Health Check Update

Diversity of Uses & Retailer Representation

Overall, Sandbach provides some 27,510sq m gross retail and service floorspace within 164 units based on the Experian Goad Plan boundary . Primarily due to the area surveyed by Experian the number of units/floorspace has increased since our 2016 survey.

The convenience goods sector in the town centre continues to be well represented, anchored by the Waitrose and (currently edge of centre) Aldi stores. There are 16 convenience goods operators in the town centre which accounts for 10% of the total units which is broadly inline within the national average (9%). These units comprise 7,190 sqm of floorspace which represents 28% of the floorspace provision in Sandbach which is considerably above the national average of 15%. The convenience provision has remained largely unchanged since our 2016 and is trading well.

Table 1: Diversity of Uses in Sandbach Town Centre in 2016

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	15	10	9	7,354	28	15
Comparison	40	28	32	7,576	29	36
Retail Service	25	17	14	1,697	6	8
Leisure Service	39	27	23	6,140	23	23
Financial and Business Service	16	11	11	2,422	9	8
Vacant	10	7	11	1,375	5	9
Total	145	100	100	26,564	100	100

Source: Experian Goad & WYG Survey
 UK average from the Experian Goad Category Report (2015)

Table 2: Diversity of Uses in Sandbach Town Centre in March 2020

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	15	10	9	7,110	27	15
Comparison	42	27	29	7,830	30	34
Retail Service	30	19	15	2,060	8	7
Leisure Service	42	27	24	6,070	23	26
Financial and Business Service	16	10	10	2,350	9	7
Vacant	11	7	12	1,230	5	11
Total	156	100	100	26,650	100	100

Source: Based on Experian Goad area and derived from Cheshire East Council survey (March 2020)
 UK average from the Experian Goad Category Report (February 2020)

Table 3: Units in Sandbach Town Centre, February 2020

National Operators	Total
Key Anchor Store: Waitrose, B&M, Aldi	30
Other National Retailers: Age UK, Barnardo's, Boots, Bridgfords, Costa, Debra, Domino's, Hallmark, Hays Travel, Iceland, Ladbroke's, Lloyds Bank, M & Co, McColl's, McDonald's, Nationwide, Natwest, Oxfam, Post Office, Regis Hair Salon, Savers, Sue Ryder, The Salvation Army, Thorntons, Well Pharmacy, WH Smith, William Hill	
Community Facilities	
Dentist, health centre (x2), library, police station, Town Hall, Church, Osteopath	8

In terms of comparison goods retailers, the centre provides a total of 42 operators, which is an increase in 2 units since our 2016 survey. Most comparison goods retailers present in the centre continue to be occupied by independent operators, however, there remains a small number of national multiple comparison goods retailers (M&Co, WHSmith, Savers, Boots). It is also noted, since 2016, the edge of centre Homebase store has since been re-occupied by B&M Home Store (June 2019). The overall proportion of units and floorspace in comparison goods use remains below the national average. In our 2016 survey we concluded that whilst the proportion of comparison goods units and floorspace was below the national average this was not a cause for concern given the scale and nature of Sandbach, which largely performs a role in catering for the convenience and service needs of residents in the surrounding catchment. We remain of this view.

Leisure services provision in the town centre remains good and has improved since 2016. The centre now provides a total of 42 units, an increase in 3 since 2016. Most leisure service units continue to be food and drink uses, including 15 fast food takeaways, 10 public houses/bars, 8 restaurants and 7 cafes. Most units are occupied by independent operators with national operators limited to McDonalds and Costa. The proportion of units in leisure use remains above the national average, albeit in floorspace terms is below the national average. This reflects the fact that leisure operators in the town centre primarily occupy small units.

The number of retail service units in the town centre has also seen an increase since 2016 (from 25 to 30). The majority of units continue to comprise health and beauty uses including beauty salons and hairdressers. The current proportion of units in retail service use remains above the national average and, in floorspace terms, is comparable to the national average.

Turning to the financial and business service sector, since our last survey in 2016 the centre has seen two national bank unit closures: Barclays and Halifax. Both Lloyds TSB and Natwest remain present together with a number of estate agents (primarily located in the lower end of the High Street). Since 2016, the proportion of financial and business service units in Sandbach has decreased from 11% to 10%. It is considered that the closure of the two national banks has weakened the banking provision in the town centre.

Sandbach Town Centre also continues to provide valuable indoor and outdoor markets which help to diversify and differentiate the retail offering from other centres. The centre continues to also perform an administrative function, with Cheshire East Council's Headquarters located to the north west of the centre on Middlewich Road.

Vacancies

Whilst the number of vacant units has increased by 1 since 2016, the vacancy rate in Sandbach continues to be low. The centre provides 11 vacant units which represents just 7% of the overall number of units. This is well below the national average of 12%. The level of vacant floorspace has also decreased marginally since 2016 with vacancies representing just 5% of the overall floorspace, 6% below the national average.

The Council undertakes yearly shopping surveys of its Principal Towns and Key Service Centres based on the town centre boundaries in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively). Table 4 (below) presents a comparison between the proportion of vacant units in the town centre of Sandbach as a snapshot in 2016 compared to the March 2020 position.

Table 4: Vacancy Rates Based on Council Shopping Survey

	2016	2020
Vacancy Rate	20 vacant units out of 234 (8.5%)*	17 vacant units out of 227 units (7.5%)**

Source:

*CEC 2016/17 Authority Monitoring Report (table 12.26)

** CEC Shopping Survey, March 2020

It is important to note that:

- the boundaries for the Council’s monitoring data reflects the town centre boundary in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively) rather than the GOAD centre boundary reported in other aspects of the health check report; and
- the March 2020 shopping survey represents a position pre COVID 19

Accessibility

Sandbach continues to have a good level of accessibility for all transport modes. The centre is easily accessible by road for those visiting the centre by private vehicles or taxis with junction 17 of the M6 Motorway being located just 2km from the centre and there being several car parking areas distributed throughout.

There remains a good bus service provision (37, 37A, 37E, 38, 316, 317 & 319) in the centre with bus stops available at The Commons and Middlewich Road which connect to Crewe, Nantwich, Macclesfield, Winsford, Alsager and Goostrey.

Environmental Quality

Sandbach's environmental quality remains largely unchanged since our 2016 survey. There is a range of attractive buildings including a number of listed buildings, with the centre designated as a Conservation Area. The public spaces that are located within the town centre, such as The Square, provide a location for public events and are a focal point for the centre. These also contribute positively to the environmental quality of the town centre

We remain of the view that the environmental quality along the western end of Middlewich Road suffers due to the presence of the busy road.

Pedestrian flows

Pedestrian activity continues to be observed to be highest around Hightown, the northern end of High Street, the Waitrose store, and the western end of Congleton Road. A good level of footfall also occurs between the town centre and the Council offices, Sandbach High School and the Aldi foodstore.

Commercial Rents

No rental data is currently available either via the EGi database or a Zoopla search.

Digital High Street

Our 2016 survey identified that free wifi provision in the town centre was relatively limited. Since the 2016 it appears that free wifi provision has improved, with BT hotspot access at Natwest (High Town) and Barclays (The Hill) and Sky 'The Cloud' hotspots available at the Military Arms Pub (Congleton Road), The Lion Pub (High Street) and Market Tavern (Market Square).

The centre benefits from a Collect Plus facility at McColls (Penda Way) and there are also three Amazon Locker points at M&Co (Penda Way), Post Office (Georges Walk) and Co-op Food at the Saxon Cross Petrol Station (Congleton).

Balance between Independent and Multiple Stores

A key and important strength of Sandbach Town Centre is its independent offering. Approximately 80% of units are occupied by a diverse mix of independent traders. These operators are further complemented by a number of independent traders who occupy stalls at the indoor and outdoor markets.

In terms of national multiple store operators, of the 30 occupiers, 24% are comparison goods retailers and 38% convenience goods retailers. Leisure services have the lowest representation from national operators making up only 11% of the units within the sector. These include Costa, McDonalds, Domino's, Ladbrokes, William Hill. Turning to retail services independent retailers account for 86% of this sector. The national retailers include Hays Travel, Post Office and Boots Opticians.

Evidence of Barriers to Business

We consider that the main barriers to retail and commercial business opening premises in the town centre are:

- the lack of available property to potentially meet future business requirements;
- the potential negative effect of the proposed mixed-use development (including a discount foodstore) on land at Old Mill Road (should the current planning appeal be allowed); and
- the relatively small catchment population of the town centre may impact on future occupiers decision to open premises in the town centre.

Opening Hours and Extent of Evening / Night-Time Economy Offer

As noted earlier, Sandbach Town Centre provides a good leisure service offer which contributes to its evening/night-time economy. Retailers are generally open during normal shopping hours 9.00-5.30 although Waitrose and Aldi are open later into the evening. Accordingly, the town centre is open both during the day and late into the evening which assists vibrancy.

Summary

Sandbach is considered to continue to be a vital and viable centre. The centre has a good convenience goods and service offer and continues to provide important facilities for its local population. Alongside important national multiple retailers (Waitrose and Aldi in particular) its independent offering and markets act as key attractors. Sandbach is an attractive town centre with good levels of environmental quality.

The vacancy rate in Sandbach continues to be low and there are no long-term vacant units present in the centre. The centre also has a good evening/night-time economy which adds to its vibrancy.

Wilmslow Town Centre Health Check Assessment

2016 Health Check Findings

In 2016, Wilmslow Town Centre was considered to:

- include a good mix of national chain stores and independent retailers;
- have a declining vacancy rate;
- have an improved retail service offer;
- lack distinctive and attractive character;
- have poor digital presence;
- lack an evening economy; and
- be accessible.

2020 Health Check Update

Diversity of Uses & Retailer Representation

Wilmslow is one of the larger 'Key Service Centres' in Cheshire East. Overall, the centre provides 241 units (Experian Goad Plan, September 2019) which are primarily located on Grove Street, Alderley Road and Water Lane.

The centre continues to be anchored by two foodstores: Sainsbury's at the southern end and Waitrose at the northern end. In addition, convenience goods provision includes Tesco Express and Co-op Food convenience stores. With the exception of a Tobacconist, there are no independent convenience operators. The number of convenience goods units has increased since 2016 (from 11 to 13) and whilst the proportion of units in convenience goods use is below the UK average, primarily due to the size of the Waitrose and Sainsbury's store, the proportion of convenience goods floorspace is above the UK average.

Table 1: Diversity of Uses in Wilmslow Town Centre in 2016

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	11	5	9	9,025	22	15
Comparison	83	36	32	13,708	33	36
Retail Service	41	18	14	4,606	11	8
Leisure Service	39	17	23	6,316	15	23
Financial and Business Service	30	13	11	4,169	10	8
Vacant	24	11	11	3,151	8	9
Total	228	100	100	40,976	100	100

Source: Experian Goad & WYG Survey

UK average from the Experian Goad Category Report (2015)

Table 2: Diversity of Uses in Wilmslow Town Centre in September 2019

	Units			Floorspace		
	No.	%	UK Average (%)	Sq.m	%	UK Average (%)
Convenience	13	5	9	7,690	19	15
Comparison	80	33	29	14,030	34	34
Retail Service	50	21	15	5,270	13	7
Leisure Service	52	22	25	7,470	18	26
Financial and Business Service	23	10	10	3,510	9	7
Vacant	23	10	12	3,250	8	11
Total	241	100	100	41,220	100	100

Source: Experian Goad Survey September 2019

UK average from the Experian Goad Category Report (February 2020)

Table 3: Units in Wilmslow September 2019

National Operators	Total
<p>Key Anchor Store: Sainsbury's, Waitrose, Hooper's (independent but a key anchor)</p> <p>Other National Retailers: Costa Coffee, Boots Opticians, Pizza Express, TSB, Joules, Johnsons, Bridgfords, Bang and Olufsen, HSBC, Farrow & Ball, Ladbrokes, Natwest, Nationwide, Caffè Nero, Halifax, Monsoon, Boots, Clarks, Waterstones, WH Smith, Vision Express, Clintons, Holland & Barrett, The Works, Ryman, Santander, Card Factory, Vodafone, Specsavers, Skipton Building Society, Greggs, Superdrug, Timpson, Starbucks, Yorkshire Building Society, Barclays, O2, British Heart Foundation, EE, Sharps, Laura Ashley, Cancer Research UK, Subway, Tesco Express, Kwik Fit, Miller & Carter, Sketchers, Anthology, Savills Estate Agents, Hays Travel, Oxfam, Space.NK, JoJo Maman Bebe, Toni & Guy, Salvation Army, Sweaty Betty, Royal Bank of Scotland, Co-op, Dominos, Mandarin Stone</p>	63
Community Facilities	
Library, Leisure Centre, St Bartholomew's Church, Methodist Church, Private Hospital, Chiroprapist, Cinema	6

Despite a reduction of 3 units, for its size the centre continues to be reasonably well represented for comparison retail with 80 units amounting to 33% of the total units. The current proportion of units in comparison goods use is above the UK average (29%). Of those units in comparison goods use, it is noted that 23 are clothing/footwear retailers, 8 are jewellers and 7 are charity shops. In terms of floorspace, there has been a marginal increase in floorspace (322 sqm gross) with comparison goods floorspace representing 34% (14,030 sqm) of the centre which is equal to the national average.

The number of retail service units has increased further since 2016 (from 41 to 50 units) with, like many centres, seeing an increase in hair/beauty salons in this period. Overall, the town centre provides some 31 hairdressers/beauty salons and as a result the proportion of units in retail service use is above the UK average (21% compared to 15%).

Turning to leisure service provision in the town centre, there has been a significant increase in the number of units (+13 (from 39-52 units)). Our 2016 survey identified that the number of leisure service units had only increase by 2 since 2009 with the national trend seeing a much higher increase so the significant increase since 2016 is a positive. Albeit lower, the current proportion of leisure service units in the centre is closer to the UK average (22% compared to 25%). The leisure service sector in the town centre now comprises of 6 bars/pubs, 26 caf es/restaurants and 10 takeaway outlets. The units are generally scattered in the town centre albeit there is a small concentration of takeaway/restaurant units on Parsonage Green. The leisure provision in the town has been further boosted by the opening of the Rex Cinema following refurbishment of the old theatre on Alderley Road, previously in retail use.

Financial and business services account for 10% (23) of the centre's total units which is identical to the national average. The centre continues to provide a healthy number of major banks and building societies including TSB, HSBC, Natwest, Nationwide, Halifax, Santander, Yorkshire Building Society, Barclays and Royal Bank of Scotland.

Vacancies

The number of vacant units in Wilmslow Town Centre has remained largely unchanged since 2016. The centre currently provides 23 vacant units which represents 10% of the overall number of units. This is below the UK average of 12%. In terms of vacant floorspace the current proportion (8%) is also below the UK average (11%).

The Council also undertakes yearly shopping surveys of its Principal Towns and Key Service Centres based on the town centre boundaries in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively). Table 4 (below) presents a comparison between the proportions of vacant units in the town centre of Wilmslow as a snapshot in 2016 compared to the March 2020 position.

Table 4: Vacancy Rates Based on Council Shopping Survey

	2016	2020
Vacancy Rate	24 vacant units out of 281 (9%)*	21 vacant units out of 281 units (8%)**

Source:

*CEC 2016/17 Authority Monitoring Report (table 12.26)

** CEC Shopping Survey, March 2020

It is important to note that:

- the boundaries for the Council’s monitoring data reflects the town centre boundary in legacy Local Plan documents (the Crewe and Nantwich, Congleton and Macclesfield Local Plan respectively) rather than the GOAD centre boundary reported in other aspects of the health check report; and
- the March 2020 shopping survey represents a position Pre COVID 19.

Accessibility

The accessibility in Wilmslow remains largely unchanged since our 2016 survey. Wilmslow Railway Station, located in the western part of the town centre continues to provide regular service to/from Stockport, Manchester and Crewe and other local stations. The town centre continues to also be relatively well connected by bus with bus stops located on Water Lane, Alderley Road and Green Lane.

Accessibility by car is generally considered to be good. Car parks are located at the Waitrose store, South Drive Car Park (to the rear of the Sainsbury’s store), Spring Street Car Park, and car parks off Broadway (by the leisure centre). There are well documented capacity issues around both short-stay and long-stay parking provision and the Wilmslow Parking Strategy was published in February 2020 to support car parking management across the centre.

Environmental Quality

Wilmslow Town Centres’ environmental quality appears to have remained unchanged since our 2016 survey, with minimal aesthetic improvements recorded since 2016. Grove Street still lacks character and looks slightly rundown due to a number of buildings being poorly maintained. As Grove Street comprises the majority of national retailers within the centre this is a key area in need of investment. Water Lane provides an improved level of environmental quality where the higher quality brand retailer area located but traffic travelling along Water Lane does detract from the quality of the environment. There is evidence of upgrades to a number of retail units, where the shopfronts and branding has been modernised, which improves the appearance of the townscape.

Overall, the centre as a whole still appears to lack the quality of environment that one would expect from a town centre of this status.

Pedestrian Flows

Pedestrian flows continue to be highest at the junction of Alderley Road/Water/Lane/Grove Street with high levels also within the vicinity of both the Sainsbury's and Waitrose stores. Lower levels of pedestrian activity along Parsonage Green, the northern part of Alderley Road and eastern part of Water Lane towards the periphery of the centre.

Commercial Rents

We have used the EGi database and Zoopla to obtain information on commercial rent prices in Wilmslow Town Centre. In May 2020, there were a limited number of units advertised on these sources. The rental value of the 2 properties that is £291 per sqm (Water Lane) and £494 per sqm (Alderley Road). These commercial rents are within the commercial rent ranges identified in the 2016 survey: between £291-£549 per sq m (Alderley Road) and between £227-£340 per sq m (Water Lane). Accordingly, based on the limited rental data available it appears that commercial rents are broadly similar to that identified in the 2016 survey.

Digital High Street

In terms of digital presence online, there are still a few websites (e.g. www.whatsin-wilmslow.co.uk) that provide information on available shops, bars/restaurants and local facilities, however there are no direct links to company websites. In our 2016 survey we identified that Wilmslow needed to significantly enhance and co-ordinate its digital presence to help the town centre compete successfully. Improvements should focus on providing a single town centre website, supported by town centre traders, that has comprehensive and integrated information, and links to individual company websites, within a streamlined, professional format. In the absence of a single town centre website being set up, our recommendation remains applicable.

Whilst there remains to be no improvement regarding outdoors free wi-fi, a number of retailers now provide free Wi-fi in store. Greggs (Grove Street), Savills (Water Lane) and Caffè Nero (Grove Street) include Sky Wi-Fi hotspots and 10 no. stores including HSBC, M&S and Tesco include BT Wi-Fi hotspots.

Balance between Independent and Multiple Stores

As one of the larger 'Key Service Centres' in Cheshire East, Wilmslow has a larger number of national multiples than the other centres. 31% of the overall number of units in the centre are occupied by national multiples. In addition to the foodstore anchors of Waitrose and Sainsbury's they include national chains including WHSmith, Boots, Clarks, JoJo Maman Bebe, Waterstones, Joules, Bang & Olufsen, Co-op and Tesco. Hoopers department store, which provides designer led branded goods, remains an important independent store for the centre with other independent operators assisting in diversifying the retail and service offer of the town centre.

The number of independent operators in the centre has continued to improve which, given the difficulties a number of national multiples have been facing (not that independent retailers are facing similar difficulties) is important for the centre going forward. Overall it is considered that the centre has a good mix of national and independent operators, although it is noted there are no independent operators in the convenience goods sector.

Barriers to New Investment

We consider that the main barriers to retail and commercial business opening premises in the town centre are:

- poor environmental quality;
- absence of recent investment in the town centre coupled with no current plans/timescales for investment in the future;
- competition from the Handforth Dean and Cheadle Royal retail parks; and
- lack of identity and individuality of the centre.

Opening Hours Availability/Night-Time Economy

The majority of retailers within the town centre generally operate between 9am -5.30pm and this is quite consistent throughout. As with other centres, the foodstore operators generally operate longer hours with the Sainsbury's store open between 08.00-22.00 Monday to Saturday and the Waitrose open from 8.00-20.00 Monday to Saturday. The smaller convenience stores (Tesco Express and Co-op operate (between 07.00-23.00 Monday to Saturday).

In terms of evening/night-time economy, the town centre provides 1 nightclub, 6 bars/pubs, 10 takeaway outlets, 26 restaurants/cafes and a cinema. Overall, Wilmslow's evening economy is considered to be reasonable, albeit some parts of the centre can be unwelcoming due to lack of activity in the evening.

Summary

Wilmslow Town Centre demonstrates reasonable levels of vitality and viability with evidence indicating it is still competing reasonably well given the competition from nearby out-of-centre retail parks. Whilst the centre had seen a decline in comparison goods retailing, since 2016 its comparison goods sector appears to be reasonably stable. Whether, given the current economic retail climate and potential implications resulting from the COVID19 pandemic, this is the case going forward it remains to be seen. The leisure sector has strengthened over recent years and the centres' convenience goods sector remains one of its strengths. There has been a further increase in the number of health and beauty uses in the centre, which whilst to date does not overly dominant the centre, should be carefully monitored going forward to ensure it doesn't negatively impact on centre vitality and viability.

Wilmslow Town Centre's on-line presence is considered to be poor. We recommend that it needs to significantly enhance and co-ordinate its digital presence to help the town centre compete successfully. The town centre as a whole still appears to lack the quality of environment that one would expect from a town centre of this status. We consider that intervention is required to help improve the public realm of the centre to ensure it continues to attract shoppers/visitors and compete effectively going forward.

Appendix C

Local Service Centres - Vitality and Viability Health Check Updates

Alderley Edge Local Service Centre

ADDRESS (and Zone)	Alderley Edge Zone 2
2016 HEALTH CHECK FINDINGS	<p>In 2016, Alderley Edge was considered to be a successful centre with a well-defined role:</p> <ul style="list-style-type: none"> • it trades well despite its close proximity to the larger centre of Wilmslow; • it includes high quality, predominantly independent units and has a high local affluence; • the centre benefits from a high-quality street environment; and • the local service role extends beyond retail to include an excellent range of commercial and community facilities.

DIVERSITY OF USES	2016 Study		March 2020		UK Average (%)
	No.	%	No.	%	
Convenience	11	14	7	9	9
Comparison	24	30	24	29	29
Retail Service	17	21	15	18	16
Leisure Service	18	23	20	24	24
Financial & Business Services	9	11	9	11	10
Vacant	1	1	7	9	12
Total	80	100	82	100	100

Notes: Percentages may not add due to rounding

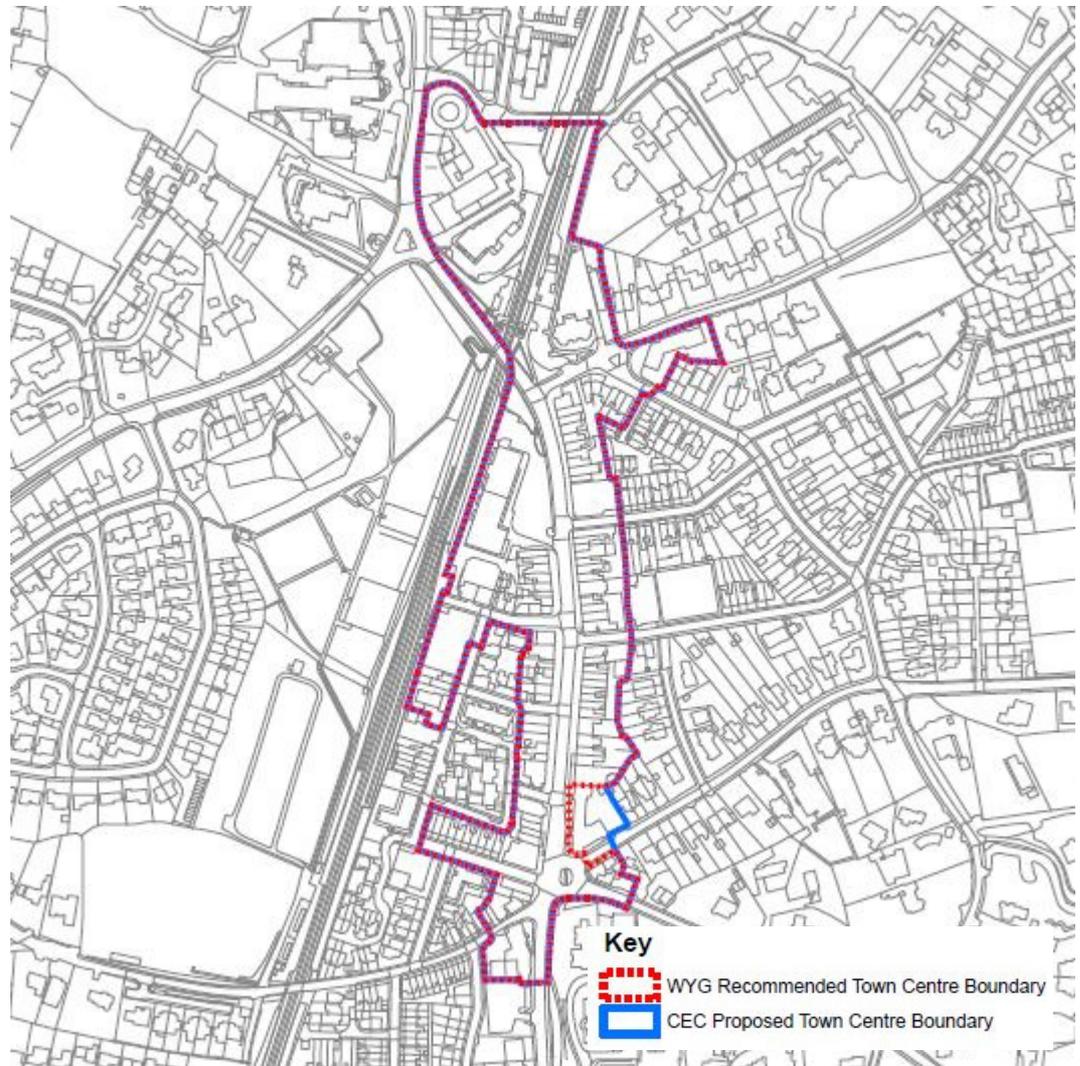
COMMUNITY FACILITIES	Library, Alderley Edge Park, Parish Church, dentists (x3), Sports Club (private)
NATIONAL OPERATORS	<p>Key Anchor Stores: Waitrose, Tesco Express</p> <p>Other National Retailers: Caffe Nero, Costa Coffee, Barclays, McColl's Newsagent, Oxfam, Gusto, Age UK, Timpson and Barnado's.</p>

USES	<p>The overall number of units within Alderley Edge has increased by 2 since the previous 2016 survey, to a total of 82 units. For its size and role, the centre continues to be well represented by all retail sectors. Whilst there has been a notable decrease in the number of convenience goods units, the centre still provides Waitrose and Tesco Express stores. There has been no change in the level of comparison goods and financial and business services provision in the centre. Leisure services have risen by 2 units, with a total of 20 units representing 24% of the centre which is in line with the national average.</p>
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	<p>The number of retail service units have decreased to 15 units from 17 from the previous survey, however this still equates to 18% of the total units in the centre which is 3% above the national average.</p> <p>The vacancy rate in Alderley Edge has risen significantly from 1 to 7 units since 2016. There are a cluster of 3 vacant units to the north of the centre, one of which was previously the RBS Bank. The remainder of vacant units are scattered throughout along London Road. Whilst this increase is potentially concerning, the number of vacant units remains 3% under the national average.</p>
PEDESTRIAN FLOWS	<p>Pedestrian flows are have continued to be steady throughout the centre with been minimal change since the position in 2015. High footfall is evident directly outside the Waitrose and towards the central section of the centre.</p>
ACCESSIBILITY	<p>There continues to be good transport links in the centre with the Railway Station in near proximity to the north and the 130-bus running via London Road every hour with a service to Macclesfield and Wilmslow.</p> <p>The centre has retained its two main car parks which are both owned by the council. The Waitrose comprises a large customer car park also and there are numerous parking bays distributed sporadically throughout the centre.</p>
PERCEPTION OF SAFETY	<p>Alderley Edge is considered to generally be safe. There is little evidence of any vandalism or criminal activity within the centre. There are several units concentrated along the London Road and a high proportion of units comprise residential flats on the upper floors which generates a good level of natural surveillance.</p>
ENVIRONMENTAL QUALITY	<p>Alderley Edge has maintained its attractiveness and has a high-quality environment. The centre benefits from wide pavements and street trees and the majority of shopfronts comprise modern active frontages which together form an attractive townscape.</p> <p>Overall, Alderley Edge is considered to continue to be a pleasant place to visit for shopping and to eat/drink.</p>
CONCLUSION	<p>Alderley Edge remains a viable attractive centre and appears to be trading well. For its size and role, the centre is considered to have a good representation of all service sectors.</p> <p>The latest survey identifies that the number of vacant units in the centre have increased. We therefore advise that the number of vacant units are carefully monitored going forward.</p>

**BOUNDARY
RECOMMENDATIONS**

We have reviewed the proposed local centre boundary for Alderley Edge set out in the June 2019 Alderley Edge Settlement Report (PUB 21). We consider that residential units (Chorley Grange) on the northern corner of London Road and Chapel Road should fall outside the local centre boundary.



Audlem Local Service Centre

ADDRESS (and Zone)

Audlem
Zone 1

2016 HEALTH CHECK FINDINGS

In 2016, Audlem was considered to be a viable village centre with a good diversity of uses:

- Strength – No vacant retail units.
- Strength – The local centre is anchored by Co-Operative Food.
- Weakness – No financial and business service units.

DIVERSITY OF USES

2016 Study

March 2020

UK Average (%)

No.

%

No.

%

Convenience

6

23

5

19

8

Comparison

8

31

9

41

29

Retail Service

5

19

3

14

15

Leisure Service

7

27

6

23

24

Financial & Business Services

0

0

1

4

10

Vacant

0

0

2

8

12

Total

26

100

26

100

100

COMMUNITY FACILITIES

Audlem Public Hall and Audlem Medical Practice (Audlem Methodist Church & Parish Church of Saint James the Great – outside local centre boundary)

NATIONAL OPERATORS

Boots, Co-operative Food, Post Office (Concession)

USES

The overall number of units in Audlem has remained the same, however there have been some changes as a result of conversions to other use and also re-categorisations. The most notable changes are the closure of the Post Office on Stafford Street and the opening of a new gift store, also on Stafford Street.

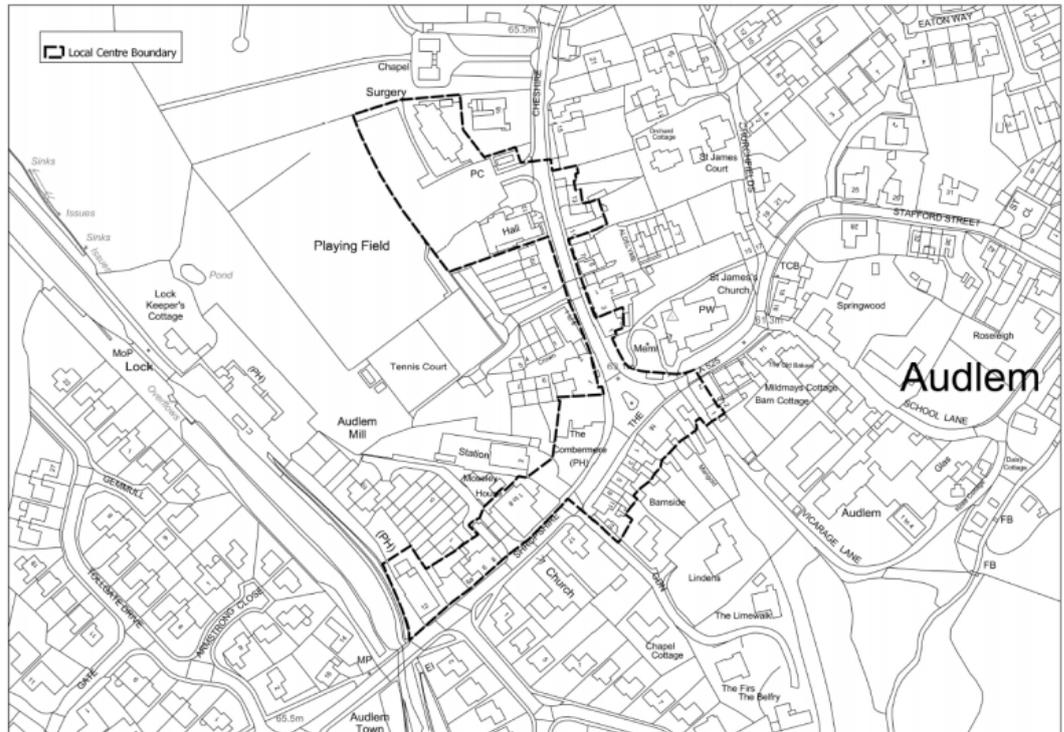
The convenience offer has contracted slightly from the previous study, however this remains above the national average. The number of comparison units in Audlem has increased from the last survey, making an already above national average.

Retail services have decreased since 2016 in terms of the number of units, however the service representation has not contracted in the same manner and remains similar – the Post Office which was previously located on Stafford Street has now closed and there is now a Post Office concession in another unit along Cheshire Street.

	<p>Leisure Services have also slightly contracted from the previous survey which has now resulted in a slightly below average representation compared to national figures.</p> <p>The inclusion of a new financial and business unit is a result of the unit in question being recategorised from a comparison unit, rather than a new business opening from the previous study. Despite this recategorization, there is still a below average representation of this retail class.</p> <p>Vacancy rates have increased from the previous survey. There are now 2 vacant units in the one being the former furniture shop at The Square.</p>
PEDESTRIAN FLOWS	<p>Similar to the previous survey, pedestrian flows were concentrated in the southern area of the centre, around The Square and also the Co-op Foodstore.</p>
ACCESSIBILITY	<p>Audlem’s accessibility remains similar to what was observed in the previous study. Parking arrangements remain the same, with a large car park available along Cheshire Street and on street parking bays marked in various locations in the centre.</p> <p>Bus accessibility to the centre remains achievable, however the frequency of services now runs from 8am – 5pm with gaps in services at midday and 4pm.</p>
PERCEPTION OF SAFETY	<p>Audlem continues to maintain positive perceptions of safety. Residential units are interspersed throughout the centre and the provision of active frontages and seating (particularly around St James Church) provide sufficient natural surveillance.</p>
ENVIRONMENTAL QUALITY	<p>The environmental quality is considered to remain at a high standard. The centre is wholly located within the Audlem Conservation Area which has a high architectural quality and standard. The centre also continues to maintain a high quality public realm. There is a minor impact from the vacant units, however this does not detract from the overall high quality of the centre.</p>
CONCLUSION	<p>Despite the minor changes to the centre’s composition, and the increase in vacant units, we consider that Audlem remains a vital and viable centre. Audlem in particular has a strong comparison offer compared to other Local Service Centres which has improved since the last study.</p> <p>Whilst the environmental quality and perception of safety have been maintained, the accessibility to the centre has weakened slightly as a result of changes and a reduction in bus services.</p>

**BOUNDARY
RECOMMENDATIONS**

We have reviewed the proposed local centre boundary for Audlem set out in the June 2019 Audlem Settlement Report (PUB 23). We do not consider that any changes are required to the proposed boundary as a result of the findings of this health check.



Bollington Local Service Centre

ADDRESS (and Zone)	Bollington Zone 1
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2016 HEALTH CHECK FINDINGS	<p>In 2016, Bollington was considered to be a viable local centre with a good diversity of uses:</p> <ul style="list-style-type: none"> Strength – No vacant retail units. Strength – High proportion of convenience units. Weakness – Retail and service facilities are spread out across the village which is likely to encourage car journeys and reduce linked trip opportunities. Opportunity – Locally operating convenience traders have a monopoly on the centre.
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DIVERSITY OF USES	2016 Study		March 2020		UK Average (%)
	No.	%	No.	%	
Convenience	5	21	6	27	9
Comparison	2	8	1	5	29
Retail Service	4	17	4	18	16
Leisure Service	9	33	7	32	24
Financial & Business Services	5	21	3	14	10
Vacant	0	0	1	5	12
Total	25	100	22	100	100

COMMUNITY FACILITIES	All community facilities are located outside of the centre.
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NATIONAL OPERATORS	Co-Operative Food (Located outside of the centre 0.7km to the west)
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USES	<p>The overall number of units has decreased from the previous survey from 25 to 22 units. Bollington continues to be well represented in the convenience goods sector with 6 units, an increase of 1 unit from the 2016 survey.</p> <p>For comparison uses, this has decreased since our previous survey, through the change of use of a unit on Palmerston Street, giving Bollington a significantly lower than average representation of comparison uses.</p> <p>The number of units in retail service use has remained static from previous survey, however due to the decrease in the overall number of units, the proportion has increased slightly and remains above the national average.</p>
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	<p>For leisure service units, 2 units which were previously pubs, have been lost through being converted to residential development. Despite this decrease in leisure service provision, there is still an above average presence in Bollington.</p> <p>There has been a loss of 2 financial and business service units since the 2016 survey, one of which has been converted to residential uses and the other is now vacant - this is the only vacant unit recorded in the centre, which is an increase from the previous survey, but remains below the overall national average.</p>
PEDESTRIAN FLOWS	<p>Pedestrian activity in Bollington followed a similar pattern to what was previously observed in 2016. The Co-op Foodstore see the most pedestrian activity, with some activity observed around and emanating from the Carr Bank car park. The southern section of the centre was again considered to be the quietest part of the centre.</p>
ACCESSIBILITY	<p>Bollington’s accessibility is considered to be similar to what was previously noted. On-street parking is still available along Palmerston Street and High Street and Pool Bank car park offers dedicated free car parking.</p> <p>Pedestrian access to the centre remains sufficient however there remain potential issues due to the retail units being concentrated in three separate clusters, thereby making the centre dispersed. The width of the pavements could present an issue for those with access impairments, wheelchairs or pushchairs.</p> <p>There are no cycle lanes present in the centre, nor does there appear to be cycle parking facilities available. It is noted that the centre has retained its bus services; twice hourly services from 7am-5p and once an hour until 8pm.</p>
PERCEPTION OF SAFETY	<p>The centre’s perception of safety arguably has improved by virtue of the increase in residential development, which would increase activity and overlooking. There is still the issue of there being a lack of natural surveillance between the retail clusters.</p> <p>The shop fronts remain well maintained and do not appear to show any signs of any damage, vandalism or graffiti which aids in creating a safe environment.</p>
ENVIRONMENTAL QUALITY	<p>Bollington’s environmental quality continues to be strong and positive. We are not aware of any significant alterations which have occurred to the public realm since the previous survey. The centre is wholly located within the Bollington Conservation Area, with buildings and shop frontages in the centre continuing to be kept a in a good condition and state of maintenance.</p> <p>The War Memorial and surrounding gardens continue to be well maintained and provide a pleasant greenspace for users to enjoy and positively contribute to the environmental quality. The Coronation Gardens, located opposite, have also been maintained to a high standard.</p>

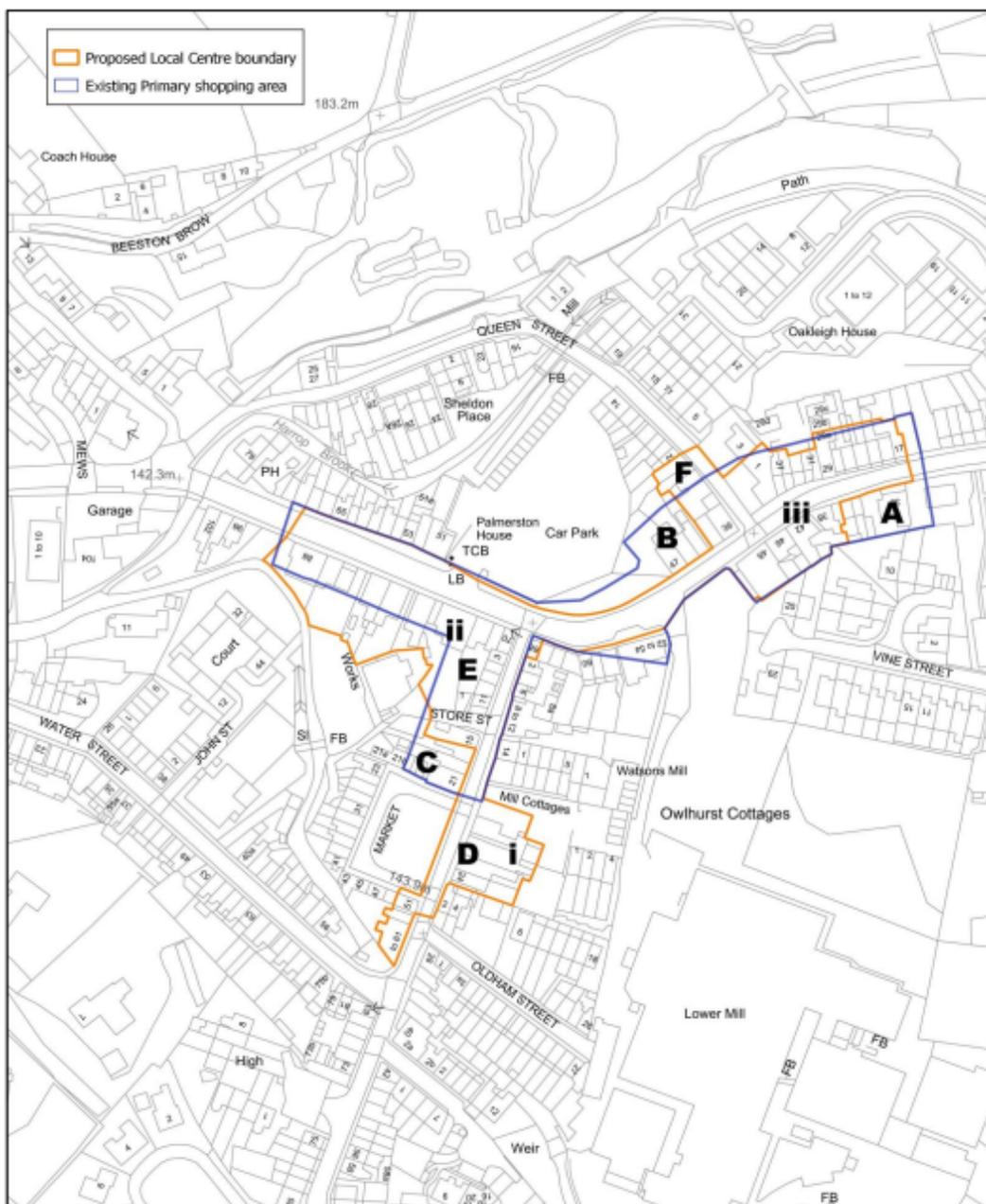
CONCLUSION

Bollington continues to be a viable centre with a good diversity of uses. Although there has been a slight contraction in the number of units, the retail offering, with the exception of comparison, remains above the national averages.

The key constraint for Bollington is still considered to be the dispersed nature of the centre and being divided into three clusters.

**BOUNDARY
 RECOMMENDATIONS**

We have reviewed the proposed local centre boundary for Bollington set out in the June 2019 Bollington Settlement Report (PUB 24). We do not consider that any changes are required to the proposed boundary as a result of the findings of this health check.



Bunbury Local Service Centre

ADDRESS (and Zone)

Bunbury
Zone 6

2016 HEALTH CHECK FINDINGS

In 2016, Bunbury was considered to be a viable village centre with a good diversity of uses:

- Strength – Good environmental quality within a semi-rural setting.
- Strength – Representation from a national retailer.
- Weakness – Constrained highways.

DIVERSITY OF USES

2016 Study

March 2020

UK Average (%)

No.

%

No.

%

Convenience

2

29

2

29

8

Comparison

0

0

0

0

29

Retail Service

1

14

1

14

15

Leisure Service

4

57

4

57

24

Financial & Business Services

0

0

0

0

10

Vacant

0

0

0

0

12

Total

7

100

7

100

100

COMMUNITY FACILITIES

Bunbury Medical Centre

NATIONAL OPERATORS

Co-op Food, Post Office (Concession)

USES

The composition of uses, and total number of units, in Bunbury remains the same as what was observed in the 2016 survey. The units are generally clustered around the junction of Vicarage Lane, Bunbury Lane and School Lane.

It is worth noting that as the Post Office is a concession within the Co-op Foodstore, this is not included within our counts. However, we do recognise that it is a vital service and that its presence in Bunbury contributes positively to its overall function and offer.

PEDESTRIAN FLOWS

Pedestrian activity in the centre was focused around the Co-op Food store, which is the same pattern as observed in our previous survey.

<p>ACCESSIBILITY</p>	<p>There is a lack of a central car park in Bunbury. However, we recognise that informal on-street parking occurs and that some units have their own small car park for users. Whilst the size of Bunbury would suggest that a significant proportion of walking trips to the centre would be achievable, there is a significant constraint whereby pavement provision is not uniform throughout the centre nor indeed the village, presenting both access and safety issues.</p> <p>There are no designated bus stops in the centre but there are some in the vicinity which have two services a day, which is considered to be poor provision. This is unchanged from the previous study. The centre was previously covered by a flexible bus service, however this appears to no longer operate.</p> <p>No formal cycle parking facilities were observed.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The lack of pavements is a notable safety issue for the centre, coupled with the lack of a car park / prominence of on-street parking.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The centre falls within the Lower Bunbury Conservation Area and therefore maintains a high architectural quality throughout. It maintains a semi-rural characteristic with vegetation being prominent. However, the environmental quality is somewhat impacted by the amount of on-street parking observed.</p>
<p>CONCLUSION</p>	<p>We consider that Bunbury remains a vital small centre which meets the immediate and daily needs of the local population.</p>

Chelford Local Service Centre

ADDRESS (and Zone)	Knutsford Road, Chelford Zone 1
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2016 HEALTH CHECK FINDINGS	<p>Chelford is an attractive centre which serves the needs of the immediate local population:</p> <ul style="list-style-type: none"> • Strength – Good environmental quality within a semi-rural setting. • Strength – Close to train station on the Manchester-Crewe line with associated retail opportunities. • Weakness – Lack of pedestrian crossing facilities along Knutsford Road (A537). • Weakness – No leisure services within the centre. • Threats – Loss of the Livestock Market could have a negative impact on the local economy.
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DIVERSITY OF USES	2016 Study		March 2020		UK Average (%)
	No.	%	No.	%	
Convenience	3	38	2	25	8
Comparison	1	13	2	25	29
Retail Service	2	25	2	25	15
Leisure Service	0	0	0	0	24
Financial & Business Services	1	13	2	25	10
Vacant	1	13	0	0	12
Total	8	100	8	100	100

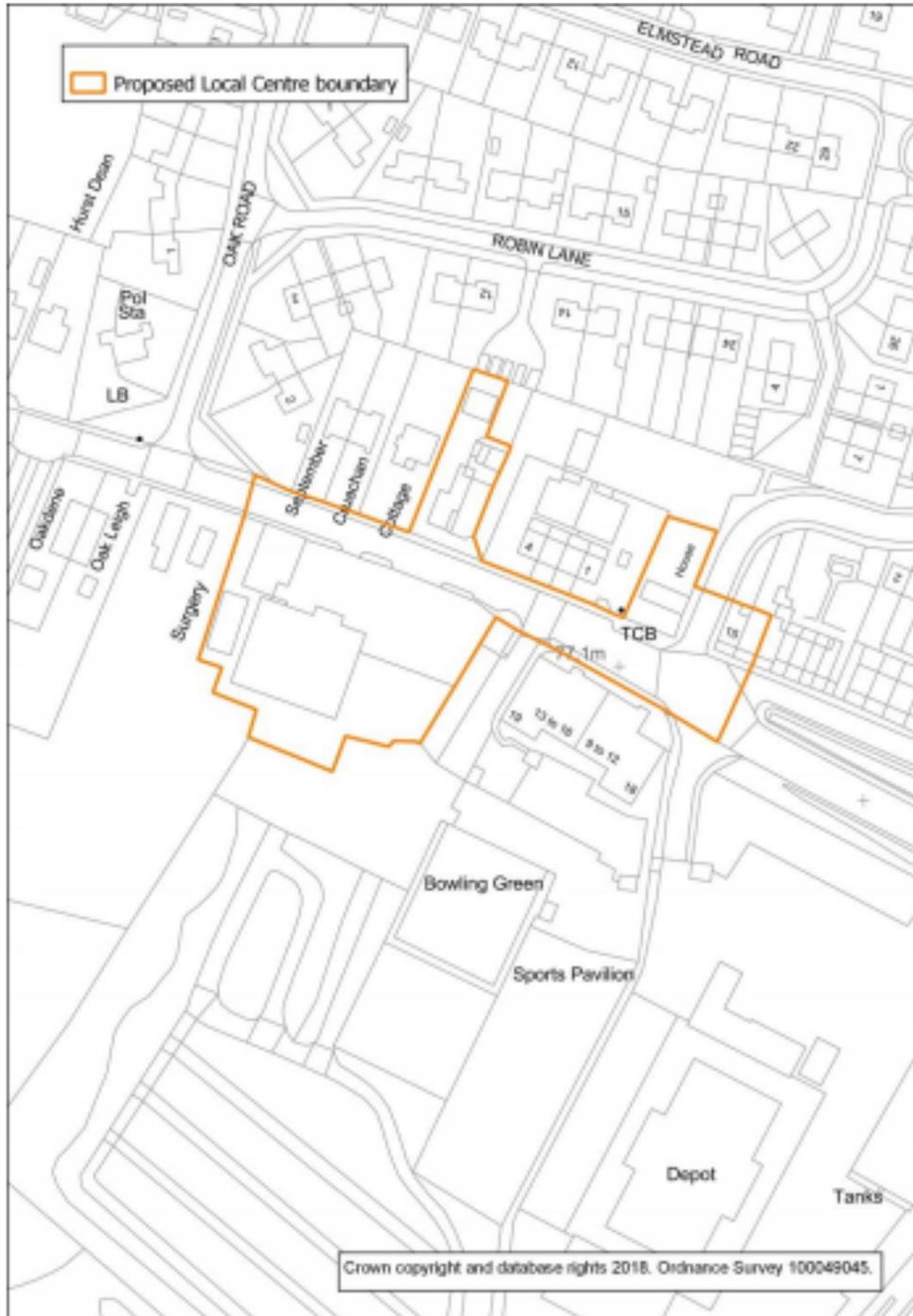
COMMUNITY FACILITIES	None in centre. Chelford Surgery and a community centre located to the north
NATIONAL OPERATORS	Londis

USES	<p>Whilst the overall number of units has remained static, the make up of Chelford has altered somewhat since the previous 2016 survey.</p> <p>Convenience uses have contracted from the previous study, with the loss of a CTN unit and the greengrocers, with the latter now being occupied by Londis convenience store.</p> <p>Comparison uses have increased, with the former CTN unit now being occupied by a florist. It is pertinent to note that the farming supplies firm occupies two units and that this classes as a single unit for these counts.</p> <p>The retail service provision and leisure service provision remain unchanged from the previous survey.</p>
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	<p>The financial and business service offering has also increased, with the former vacant unit on Knutsford Road being occupied by a building services firm, meaning there are now no vacant retail premises in the centre.</p>
PEDESTRIAN FLOWS	<p>Flows were noted to be high around Londis and reasonable elsewhere. There was also activity at the farmers supply shop, possibly due to the unique nature of the shop having a larger than local catchment.</p>
ACCESSIBILITY	<p>Road access is still considered to be good however parking could be constrained. The farming supplies store has a large car park for patrons only and on-street opportunities for parking are limited, potentially placing pressure elsewhere.</p> <p>Pedestrian access has improved through the provision of a new pedestrian crossing on Knutsford Road, connecting both sides of the centre and the scope for walking trips has increased due to the nearby residential developments in the vicinity of the centre, such as at Cricketers Green.</p> <p>The centre is served by two bus stops which offer infrequent services (every 1-2 hours) towards Macclesfield and Altrincham, which is a reduction in coverage from the previous survey. Chelford has a railway station located approximately 200m from the centre with hourly services towards Manchester and Crewe.</p>
PERCEPTION OF SAFETY	<p>The centre's safety has improved by virtue of the new pedestrian crossing over Knutsford Road.</p> <p>The centre remains overlooked by residential development, providing good natural surveillance. The centre showed no signs of vandalism or graffiti and CCTV installations remain in place.</p>
ENVIRONMENTAL QUALITY	<p>Chelford has maintained a high environmental quality. Buildings and shop fronts appear to remain in a good condition. Vegetation is present in the centre, however this is from private residences rather than public spaces. We consider there could be some scope for improving public landscaping and planting.</p>
CONCLUSION	<p>There have been changes to the centre's accessibility, both positive and negative but overall Chelford remains an accessible centre. The uses present cater to local needs, while the equestrian and farm supplies store has a unique draw which would attract a wider than local catchment.</p> <p>Overall, we consider Chelford remains a vital and viable centre.</p>

**BOUNDARY
RECOMMENDATIONS**

We have reviewed the proposed local centre boundary for Chelford set out in the June 2019 Chelford Settlement Report (PUB 26). We do not consider that any changes are required to the proposed boundary as a result of the findings of this health check.



Disley Local Service Centre

ADDRESS (and Zone)

Disley
Zone 1

2016 HEALTH CHECK FINDINGS

- In 2016, Disley was considered to be a viable centre with a good diversity of uses:
- Strength – High volume of comparison goods operators compared to other local service centres.
 - Strength – Strong representation from convenience and leisure service sectors.
 - Strength – Low vacancy rate.
 - Weakness – Location on a busy A road reduces overall environmental quality.
 - Weakness – Cars parking on the pavement.
 - Weakness – Not enough safe places to cross the road.

DIVERSITY OF USES

2016 Study

March 2020

UK Average (%)

	2016 Study		March 2020		UK Average (%)
	No.	%	No.	%	
Convenience	7	19	6	17	9
Comparison	7	19	4	11	29
Retail Service	6	17	8	22	16
Leisure Service	10	28	10	28	24
Financial & Business Services	5	8	4	11	10
Vacant	1	3	4	11	12
Total	36	100	36	100	100

Notes: Percentages may not add due to rounding

COMMUNITY FACILITIES

Community Centre, Library, Medical Centre, Physiotherapist and Dentist

NATIONAL OPERATORS

Co-Operative Food, Well Pharmacy and Post Office.

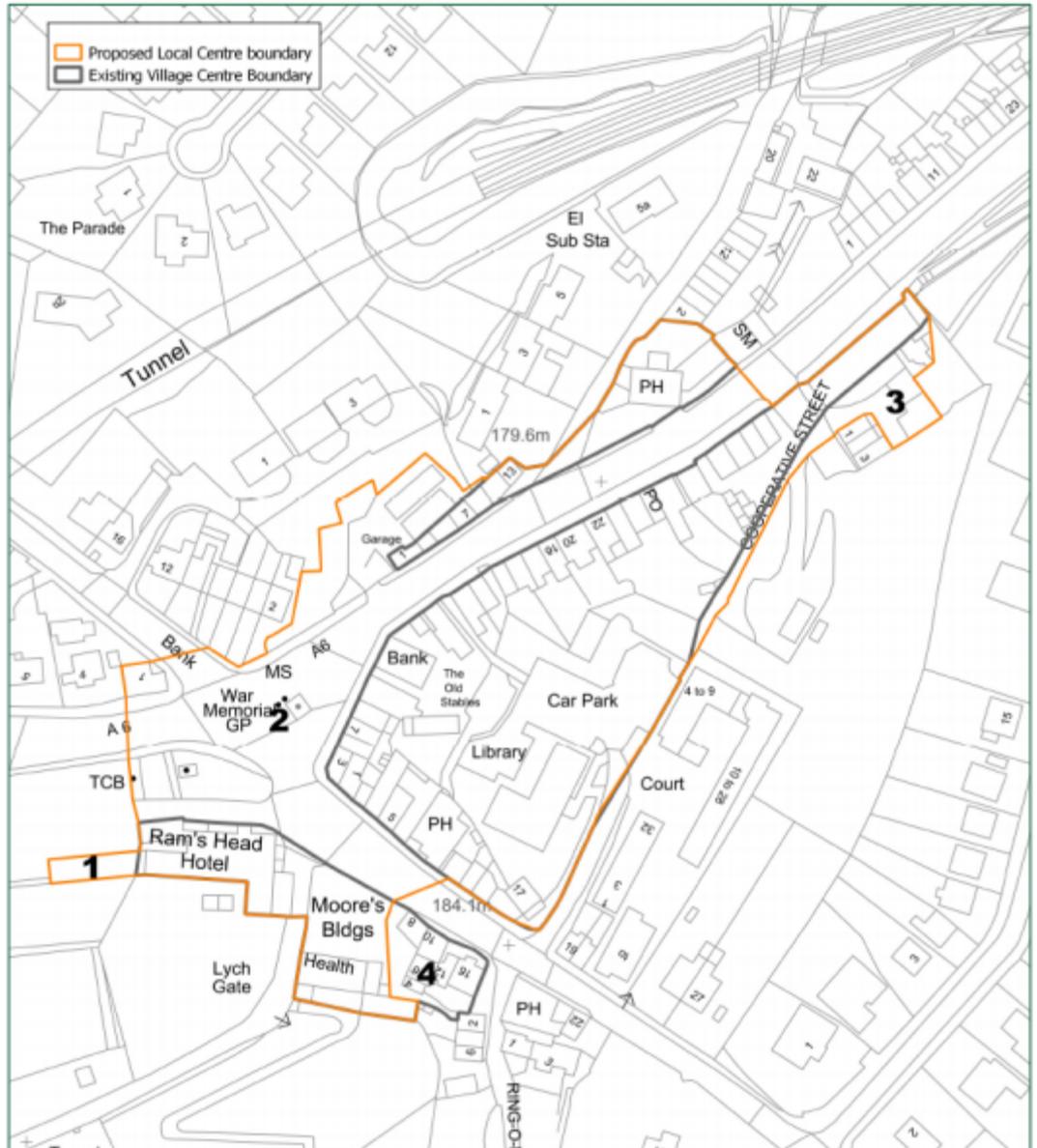
USES

There has been no change to the overall number of units in Disley since our previous 2016 survey. The centre has a good diversity of uses and, for its size and role, is well represented across all sectors apart from comparison goods. Both convenience goods provision and financial and business services have decreased by one unit, however both remain above the national average. The retail service offer has risen by 2 units forming a total of 22% of the centre which is 6% above the national average. The number of leisure units in Disley remains unchanged.

	<p>For comparison uses, there has been a reduction of 3 units meaning that comparison retail only represents 11% of the centre which is considerably below the national average of 29%. This is not unusual given its size and role.</p> <p>Of potential concern is the increase in vacant units since the previous study in 2016. The vacancy rate has increased by 3 units, with the centre containing 4 vacant units.</p>
PEDESTRIAN FLOWS	<p>Generally, the level of pedestrian activity is evenly distributed throughout the centre. The highest degree of footfall was detected towards the northern section of the centre, in particular the cluster of units surrounding the post office.</p>
ACCESSIBILITY	<p>Disley remains largely accessible for people using all travel modes. The centre has good public transport links with Disley Railway Station in near proximity to the south of the boundary and bus routes running through Market St operated by 199 and 360 bus services.</p> <p>Disley comprises several parking bays/on-street parking spaces and is readily accessible for visitors using private vehicles.</p>
PERCEPTION OF SAFETY	<p>The perception of safety remains largely unchanged from the 2016 position. The high concentration of shops with active frontages in close proximity create a good level of natural surveillance.</p>
ENVIRONMENTAL QUALITY	<p>Disley's centre has kept a moderate environmental quality. A number of the shop frontages remain tired and require maintenance, however, units such as Co-Operative Food, Post Office and Sasso have been upgraded.</p> <p>There continue to be segments of high-quality public realm within Disley, particularly in the southern part of the centre.</p> <p>As noted earlier, the centre has seen an increase in vacant units. The empty shopfronts detract from the overall aesthetics of the streetscape.</p>
CONCLUSION	<p>Overall, Disley continues to be a viable centre with a good range of uses which serve the needs of its local residents.</p> <p>For its size and role, the centre is well represented from the leisure, retail and convenience sectors. It has retained its coherent form and the units are concentrated which provides good accessibility and also contributes to a good perception of safety.</p> <p>The environmental quality is considered still to be good with attractive street furniture around the Public Houses. However, the vacancy rate of the centre has increased which could indicate a sign of a decline in the demand for units.</p>

**BOUNDARY
RECOMMENDATIONS**

We have reviewed the proposed local centre boundary for Disley set out in the June 2019 Disley Settlement Report (PUB 29). We do not consider that any changes are required to the proposed boundary as a result of the findings of this health check.



Goostrey Local Service Centre

ADDRESS (and Zone)	Goostrey Zone 3
2016 HEALTH CHECK FINDINGS	<p>In 2016, Goostrey was considered to be small centre with limited services:</p> <ul style="list-style-type: none"> • Strength – Representation from all retail service sectors. • Strength – Excellent parking provision. • Strength – Centre is concentrated with no walk between services. • Weakness – Retail facilities are not central within the village. • Opportunity – Opportunity for additional business to take on vacant unit.

DIVERSITY OF USES	2016 Study		March 2020		UK Average (%)
	No.	%	No.	%	
Convenience	1	13	1	13	9
Comparison	1	13	2	25	29
Retail Service	2	25	2	25	16
Leisure Service	1	13	1	13	24
Financial & Business Services	2	13	1	13	10
Vacant	1	13	0	13	12
Total	8	100	7	100	100

Notes: Percentages may not add due to rounding

COMMUNITY FACILITIES	Village Hall (Located outside of centre)
NATIONAL OPERATORS	Key Anchor Store: Post Office

USES	<p>Since 2016, Goostrey has retained representation from all retail service sectors. The provision of convenience, retail and leisure service provision remains unchanged from the previous survey. Comparison retailers have increased by one unit and now represent 25% of the total number of units. The number of financial and business services has reduced by 1 since 2016 (from 2 to 1 unit), albeit, in proportionate terms is still higher than the UK average.</p> <p>Additionally, there is one vacant unit in the centre, which is identical to the previous position in 2015.</p>
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PEDESTRIAN FLOWS	Goostrey remains a quiet local service centre with pedestrian activity reasonable quiet and low.
ACCESSIBILITY	<p>The centre continues to be readily accessible for pedestrians as the retail units are condensed within a small area.</p> <p>There remains to be a good level of parking provision for those accessing Goostrey by private vehicles and the public transport availability means that those coming in and out of the centre can travel hourly via bus.</p>
PERCEPTION OF SAFETY	Goostrey continues to comprise a relatively safe environment. The centre is compact, with good levels of natural surveillance.
ENVIRONMENTAL QUALITY	The quality of the environment in Goostrey is satisfactory. The retail units in the centre appear to be slightly dated but a reasonably well maintained. The residential properties within the area continue to add to the appearance of the centre.
CONCLUSION	Goostrey is a small local service centre and has a key role in catering for the local needs of the community. The centre only has one vacant unit present and is in reasonable health.
BOUNDARY RECOMMENDATIONS	<p>We have reviewed the proposed local centre boundary for Goostrey set out in the June 2019 Goostrey Settlement Report (PUB 30). Having regard to the findings of this health check we do not consider that any changes are required to the proposed boundary.</p> 

Haslington Local Service Centre

ADDRESS (and Zone)

Haslington
 Zone 4

2016 HEALTH CHECK FINDINGS

In 2016, Haslington was considered to provide a reasonable diversity of uses:

- Strength – Easy access to additional services in Crewe.
- Weakness – Poor connectivity between two retail clusters.
- Opportunity – Additional retail units located outside the commercial centre.

DIVERSITY OF USES

2016 Study

March 2020

UK Average (%)

No.

%

No.

%

Convenience

2

17

2

17

9

Comparison

1

3

1

3

29

Retail Service

4

1

4

18

16

Leisure Service

5

42

5

42

24

Financial & Business Services

0

0

0

0

10

Vacant

0

0

0

0

12

Total

12

100

12

100

100

Notes: Percentages may not add due to rounding

COMMUNITY FACILITIES

Village Hall, Haslington Surgery - community facilities are located adjacent to and accessed via Crewe Road in clusters away from the retail/service units in the village

NATIONAL OPERATORS

Co-Operative Food

USES

Since the previous survey in 2016, the overall number of units in Haslington has not changed. For its role and size, Haslington continues to be well represented by retail and leisure service units with 18% being retail and 42% being leisure. There are two convenience units in the centre, one of which is a national operator Co-Operative Food.

The provision of comparison goods retailers remains low with only one-unit (Haslington Models) present in the centre forming only 8% of the units. There is no financial and business service provision in Haslington.

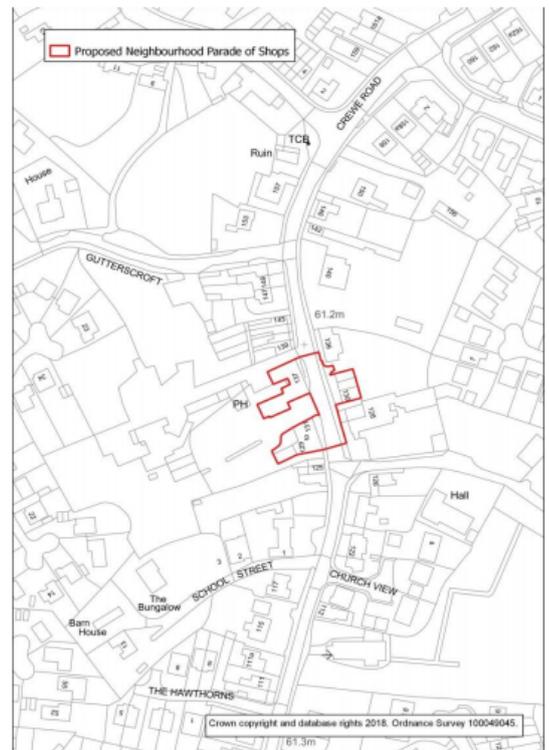
There are no vacant units within the centre boundary, however one unit located opposite the southern section of the centre has become vacant.

<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity in Haslington continues to be distributed sporadically throughout the centre along Crewe Road. A higher concentration of footfall is towards the north of the centre. The Co-op Foodstore generates the majority of the pedestrian activity acting as an anchor to the local service centre.</p>
<p>ACCESSIBILITY</p>	<p>Haslington’s accessibility is considered to be similar to its previous position in 2016. The centre extends to approximately 330 metres along a long, flat road and continues to be easily accessible on foot.</p> <p>There remains to be a good level of parking provision in near proximity to the north and south sections of the centre. Double yellow lines run along the stretch of Crewe Road, precluding on-street parking. There is a council owned car park on Waterloo Road that has capacity for 15 spaces and is free to park.</p> <p>Haslington continues to be served by the 38 (Nantwich- Crewe- Sandbach- Congleton – Macclesfield) which operates between 6 am – midnight and 37 bus service (Winsford – Middlewich – Sandbach – Crewe) which operates between 6am – 11pm.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The centre is considered to be safe and secure. It is located on a wide main road with a high concentration of residential properties. This leads to an increased level of natural surveillance in the area. There is no evidence of vandalism or graffiti on any of the units and the public realm remains well maintained.</p> <p>In regard to road safety, we note that there continues to be a low number of pedestrian crossings present within the centre, albeit the majority of units are located on the western side of Crewe Road.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Haslington’s environmental quality continues to be generally attractive and well maintained.</p> <p>The southern section of the centre comprises an attractive green space including planting schemes, seating and parish council billboards. There is also evidence of improvements made to road signage.</p>
<p>CONCLUSION</p>	<p>Haslington continues to have an adequate level of services that are consistent with that of a local centre. There has been no change in the number or diversity of uses since the previous survey. The centre’s environmental quality has seen some improvement including treatment to the shopfront of the Co-Operative Food store.</p>

**BOUNDARY
RECOMMENDATIONS**

We have reviewed the proposed local centre boundary for Haslington (Crewe Road/Waterloo Road) and the Crewe Road Neighbourhood Parade (Crew Road/Park Lane) set out in the June 2019 Haslington Settlement Report (PUB 32). Our 2016 assessment and our updated assessment supports that, due to the distance between the retail/service facilities two separate centres/neighbourhood parades should be identified.

We do not consider that any changes are required to the proposed boundaries as a result of the findings of this health check.



Holmes Chapel Local Service Centre

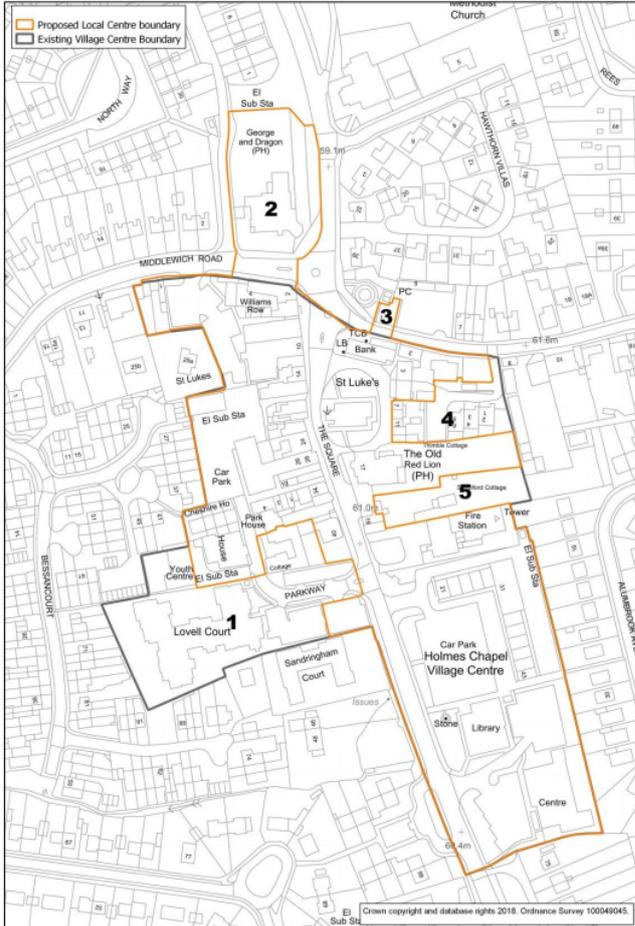
ADDRESS (and Zone)	Holmes Chapel Zone
2016 HEALTH CHECK FINDINGS	<p>In 2016, Holmes Chapel was considered to be a centre with very good health and a healthy mix of uses:</p> <ul style="list-style-type: none"> • Strength - Well maintained with good environmental quality. • Strength - One vacant unit. • Weakness - Outdated centre with heavy traffic flow.

DIVERSITY OF USES	2016 Study		March 2020		UK Average (%)
	No.	%	No.	%	
Convenience	7	13	6	12	9
Comparison	12	23	11	21	29
Retail Service	13	25	11	21	16
Leisure Service	12	23	15	30	24
Financial & Business Services	7	13	7	14	10
Vacant	1	2	1	2	12
Total	52	100	51	100	100

Note: Of the 51 units, 9 units lie just outside of the centre boundary, on Macclesfield Road and Middlewich Road. Percentages may not add due to rounding

COMMUNITY FACILITIES	Library, Church, Parish Council Offices, Fire Station
NATIONAL OPERATORS	<p>Key Anchor Stores: Sainsburys Local, Co-Operative Foodstore</p> <p>Other National Retailers: Costa, McColls, Lloyds Pharmacy, Gascoigne Halman, Barclays Bank, Bargain Booze, Sue Ryder</p>

USES	<p>For its size and role, Holmes Chapel continues to have a good range of uses. Despite a small decrease in the number of units (-1), the provision of convenience goods retail remains above the national average. For comparison retail, the level of provision has also reduced (-1) whilst the number of leisure units has increased (+3) since 2016. Although retail service provision has decreased by 2 units, it remains very well represented in the centre.</p> <p>The vacancy rate in Holmes Chapel has stayed low with only 1 vacant unit recorded in the centre (25 London Road).</p>
PEDESTRIAN FLOWS	<p>Pedestrian activity within the centre continues to be moderate. The busiest area was towards the south of the centre to the east of London Road, by the Post Office.</p>

<p>ACCESSIBILITY</p>	<p>Holmes Chapel continues to benefit good car and bus accessibility given its location on a classified 'A' road leading between Crewe and Knutsford.</p> <p>Parking provision continues to be sufficient in the centre, with multiple free-off street parking areas available.</p>
<p>PERCEPTION OF SAFETY</p>	<p>Holmes Chapel is considered to continue to provide a safe environment. There is little evidence of any vandalism in the centre and it appears well kept.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The quality of the environment in Holmes Chapel is considered to be reasonable. The landscaping and public realm continue to be well maintained.</p> <p>A number of shop fronts have been upgraded and modernised, whilst their traditional appearance has been retained.</p>
<p>CONCLUSION</p>	<p>It is considered that Holmes Chapel continues to be a healthy and viable centre, with only one vacant unit present.</p>
<p>BOUNDARY RECOMMENDATIONS</p>	<p>We have reviewed the proposed local centre boundary for Holmes Chapel set out in the June 2019 Homes Chapel Settlement Report (PUB 33). We do not consider that any changes are required to the proposed boundary as a result of the findings of this health check.</p> 

Mobberley Local Service Centre

ADDRESS (and Zone)

Mobberley
Zone 2

2016 HEALTH CHECK FINDINGS

In 2016, for its size, Mobberley was considered to provide a good diversity of uses:

- Strength – Good environmental quality, with provision of greenery.
- Strength – Public crossing point on the centre boundary.
- Strength – Centre is concentrated with limited walk between services.
- Weakness – Proximity to the Manchester Airport runway.

DIVERSITY OF USES	2016		2019		UK Average (%)
	No.	%	No.	%	
Convenience	2	22	2	22	9
Comparison	2	22	1	11	29
Retail Service	1	11	1	11	16
Leisure Service	2	22	2	22	24
Financial & Business Services	0	0	1	11	10
Vacant	0	0	0	0	12
Total	7	100	7	100	100

Notes: Percentages may not add due to rounding

COMMUNITY FACILITIES

Mobberley Surgery and Ark Veterinary Surgery

NATIONAL OPERATORS

Co-Operative Food, Well Pharmacy and Post Office.

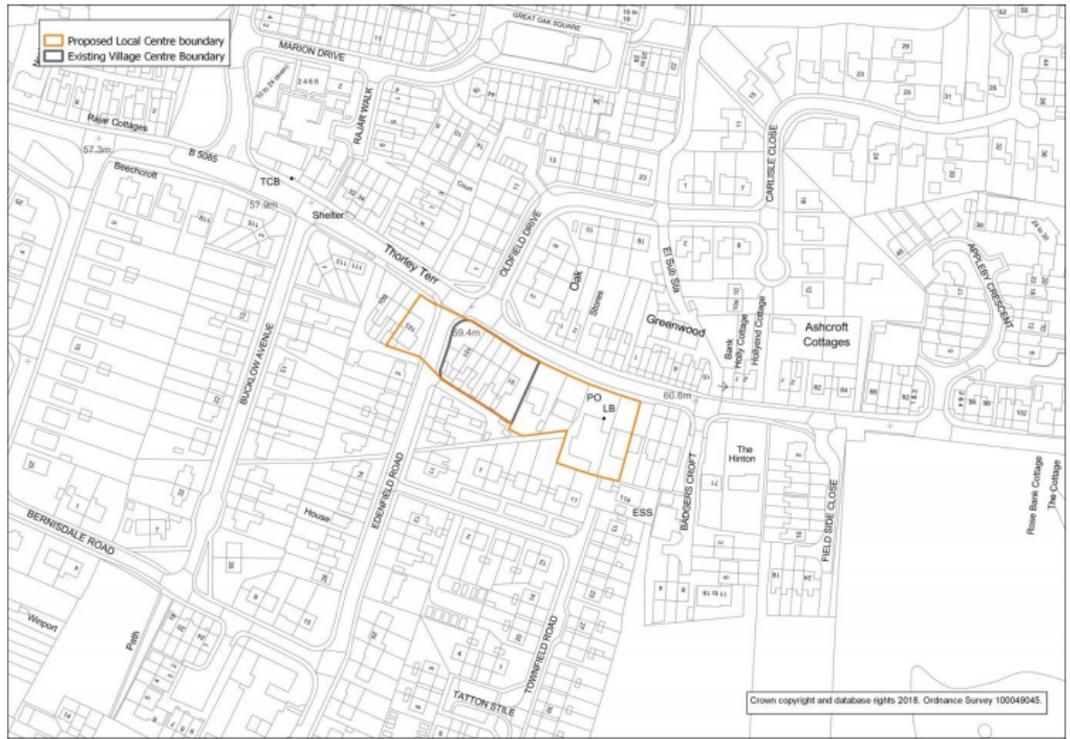
USES

There has been no change to the overall number of units in Mobberley since our previous 2016 survey. For its size, the centre continues to comprise a balanced, albeit limited, diversity of uses. There are 2 convenience goods units including the Co-Operative Food operator. No variation has occurred with the level of leisure service provision and there continues to be several accessible public houses outside of the centre. For comparison uses, there has been a reduction of a single unit on Town Lane. The number of financial and business service units has seen an increase in one (Molly Maid Cleaning Service).

The vacancy rate is unchanged which demonstrates a stable local service centre.

PEDESTRIAN FLOWS	<p>Mobberley continues to have low pedestrian flows with the majority of footfall located around the Co-Operative Food store, which includes a post office service counter.</p>
ACCESSIBILITY	<p>The accessibility of the centre remains largely unchanged since our previous survey.</p> <p>Overall, it is considered to have good accessibility:</p> <ul style="list-style-type: none"> • it is accessible on foot from the surrounding residential area; • it has a good provision of on and off-street parking; and • benefits from two bus service routes which connects it to the local area and centres including Knutsford, Wilmslow and Altrincham.
PERCEPTION OF SAFETY	<p>It is considered that Mobberley continues to provide a safe environment with no evidence of any vandalism in the area.</p>
ENVIRONMENTAL QUALITY	<p>Mobberley has retained its good environmental quality. Similarly to 2016, the centre is generally aesthetically pleasing, and the public realm has been well maintained. Shop fronts are adequate and overall appearance of the units and buildings in the locality was good.</p> <p>There remains to be small issue with the wider environmental quality of Mobberley, as a moderate level of noise was experienced from aircrafts associated with its close proximity to Manchester Airport.</p>
CONCLUSION	<p>Mobberley has a balanced, albeit limited, diversity of uses. The centre displays good levels of vitality and viability with no vacant units present.</p> <p>It is noted that there are additional services located outside the designated boundary that contribute to the villages function and overall we consider Mobberley performs the role of a Local Service Centre.</p>
BOUNDARY RECOMMENDATIONS	<p>We have reviewed the proposed local centre boundary for Mobberley set out in the June 2019 Mobberley Settlement Report (PUB 37). We do not consider that any changes are required to the proposed boundary as a result of the findings of this health check.</p>

CHESHIRE EAST RETAIL STUDY, PARTIAL UPDATE, 2020 UPDATED HEALTH CHECK APPRAISAL



Prestbury Local Service Centre

ADDRESS (and Zone)	Prestbury Zone 1
2016 HEALTH CHECK FINDINGS	<p>In 2016, Prestbury was considered to be a viable centre with a balanced diversity of uses.</p> <ul style="list-style-type: none"> Strength – Good evening economy Strength – Strong representation of financial and business services Weakness – Poor connectivity Weakness – Vacant units

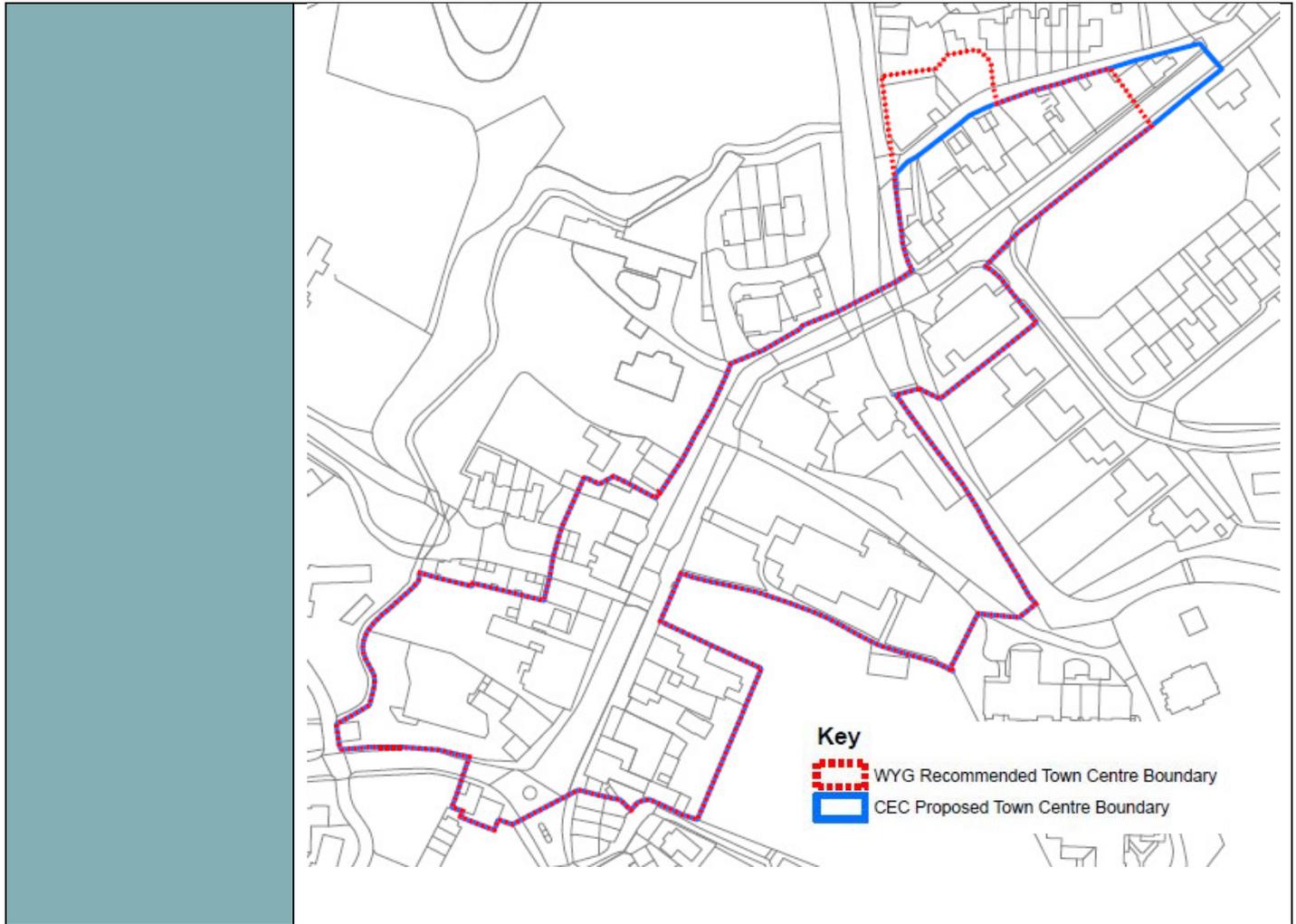
DIVERSITY OF USES	2015		2019		UK Average (%)
	No.	%	No.	%	
Convenience	2	7%	2	7%	9%
Comparison	5	17%	7	23%	29%
Retail Service	4	13%	4	13%	16%
Leisure Service	9	30%	10	33%	24%
Financial & Business Services	6	20%	5	17%	10%
Vacant	4	13%	2	7%	12%
Total	30	100%	30	100%	100%

Notes: Percentages may not add due to rounding

COMMUNITY FACILITIES	Library, Village Hall (Outside centre boundary), Church
NATIONAL OPERATORS	Key Anchor Store: Co-Operative Food store (including Post Office concession)

USES	<p>Since our 2016 survey, it is noted that Prestbury has improved its comparison goods provision, with an increase of 2 units. Its convenience goods offer remains unchanged with the centre still providing a Co-Op Food store.</p> <p>Leisure service provision has risen by 1 unit since 2016 with the sector now representing 33% of the total number of units in Prestbury, which is above the national average (24%). There has also been a slight reduction in the number of units in the financial and business sector, but representation is still 7% higher than the national average. The centre also comprises 4 retail service units which is identical to our earlier 2016 survey.</p> <p>Since 2016, the number of vacancies in the centre has halved to only 2 units, resulting in the proportion of units vacant to representing only 7% of the overall number of units.</p>
-------------	---

PEDESTRIAN FLOWS	<p>Pedestrian activity continues to be steady across the centre. Footfall is highest in the southern section of the centre known as the central parade and around the Co-Op Food store.</p>
ACCESSIBILITY	<p>The accessibility of the centre remains largely unchanged since our previous survey. Prestbury continues to have good access for pedestrians. The majority of the units are located on the western side of Village and New Road making it easier for pedestrians less mobile.</p> <p>The centre also benefits from an hourly bus service (Route 19) which links the village to Macclesfield.</p> <p>The level of parking provision in the centre has improved. In addition to Springfields Car Park and off-street parking, a new car park (21 spaces) has opened at Bridge Green providing an additional 21 car parking spaces for the centre.</p>
PERCEPTION OF SAFETY	<p>It is considered that Prestbury still provides a secure environment. The centre is open which assists with good visibility. In addition, the majority of the retail units comprise residential properties on the upper floors, which further improves the level of natural surveillance in Prestbury.</p>
ENVIRONMENTAL QUALITY	<p>Prestbury has a good environmental quality, particularly within the central parade (southern cluster).</p> <p>The centre continues to have a high-quality public realm, in particular around central parade and by the group of leisure units in the northern cluster which includes outdoor seating and benches.</p> <p>Retail units have held their attractive appearance and there is evidence of maintenance and new treatment to a number of shopfronts which contribute to the traditional streetscape. Specifically, the Co-Operative Food store has upgraded its branding.</p>
CONCLUSION	<p>Prestbury continues to be a viable centre and comprises a balanced diversity of uses. The centre is generally attractive, safe and provides a good level of access.</p> <p>As with the previous survey, we consider Prestbury to have a level of services and facilities that are consistent with that of a Local Service Centre.</p>
BOUNDARY RECOMMENDATIONS	<p>We have reviewed the proposed local centre boundary for Prestbury set out in the June 2019 Prestbury Settlement Report (PUB 40). We recommend that a number of amendments are made to the boundary. We consider that Prestbury Village Club (Pearl Street) should be included in the centre boundary. We also consider that residential uses (Denholme and Hollin Cottage, New Road) included in the north western tip of the local centre are excluded from the centre boundary.</p>



Shavington

ADDRESS (and Zone)	Shavington Zone 4
2016 HEALTH CHECK FINDINGS	<p>In 2016, Shavington was considered to be an area with a limited number of retail and service offer that provided for the day to day needs of local residents:</p> <ul style="list-style-type: none"> • Strength – Good accessibility and transport links. • Weakness – No defined retail centre. • Threat – Residents could choose to leave the village to access shopping facilities in Crewe
COMMUNITY FACILITIES	Area Youth Service, Shavington Cum Gresty Village Hall, Shavington Methodist Church, Saint Mark's Shavington.
NATIONAL OPERATORS	Co-Operative Food, Bargain Booze
USES	<p>Shavington has representation from all retail areas apart from comparison goods offer. The centre has gained a financial and business service (Professional Accountancy Group) located on Main Road in place of the demolished Co-Operative Food store. A new Co-Operative Food store has been built within part of the car park belonging to The Vine Public House.</p> <p>There continues to be 3 retail service units within Shavington, each being hairdressers. The shopping facilities remain spread out with a cluster of 3 units located towards the east of the centre.</p> <p>There are currently no vacant units in Shavington.</p>
PEDESTRIAN FLOWS	There was little change in pedestrian activity since the previous 2016 survey. Low levels of footfall were recorded between both segments of the centre. Moderate footfall was also recorded towards the east of the centre.
ACCESSIBILITY	The centre's accessibility remains largely unchanged since our 2016 survey. The retail units are positioned centrally in the context of housing and are all within a reasonable proximity for pedestrians. There is sufficient car parking provision in the centre as well as reasonable on street parking spaces. The centre is also accessible by public transport with a range of bus services including 6E, 39 and 12 Leighton Link which run between Leighton and Crewe.
PERCEPTION OF SAFETY	It is considered that Shavington is a relatively secure environment. There are open views throughout the centre and the residential properties along Main Street provide a reasonable level of natural surveillance.

ENVIRONMENTAL QUALITY	<p>The retail units comprise reasonably attractive shopfronts, in particular the new Co-Operative Food which includes an active frontage and modern branding.</p> <p>There is evidence of planting schemes to the front of the Village Hall and Shavington Methodist Church which are aesthetically pleasing. Some residential properties on Main Road and Rope Lane appear to be poorly maintained which detracts from the centre's environmental quality.</p>
CONCLUSION	<p>Shavington provides a limited number of shopping facilities and services. It continues to play a role in providing the day to day needs of the local residents and comprises a number of community facilities.</p>

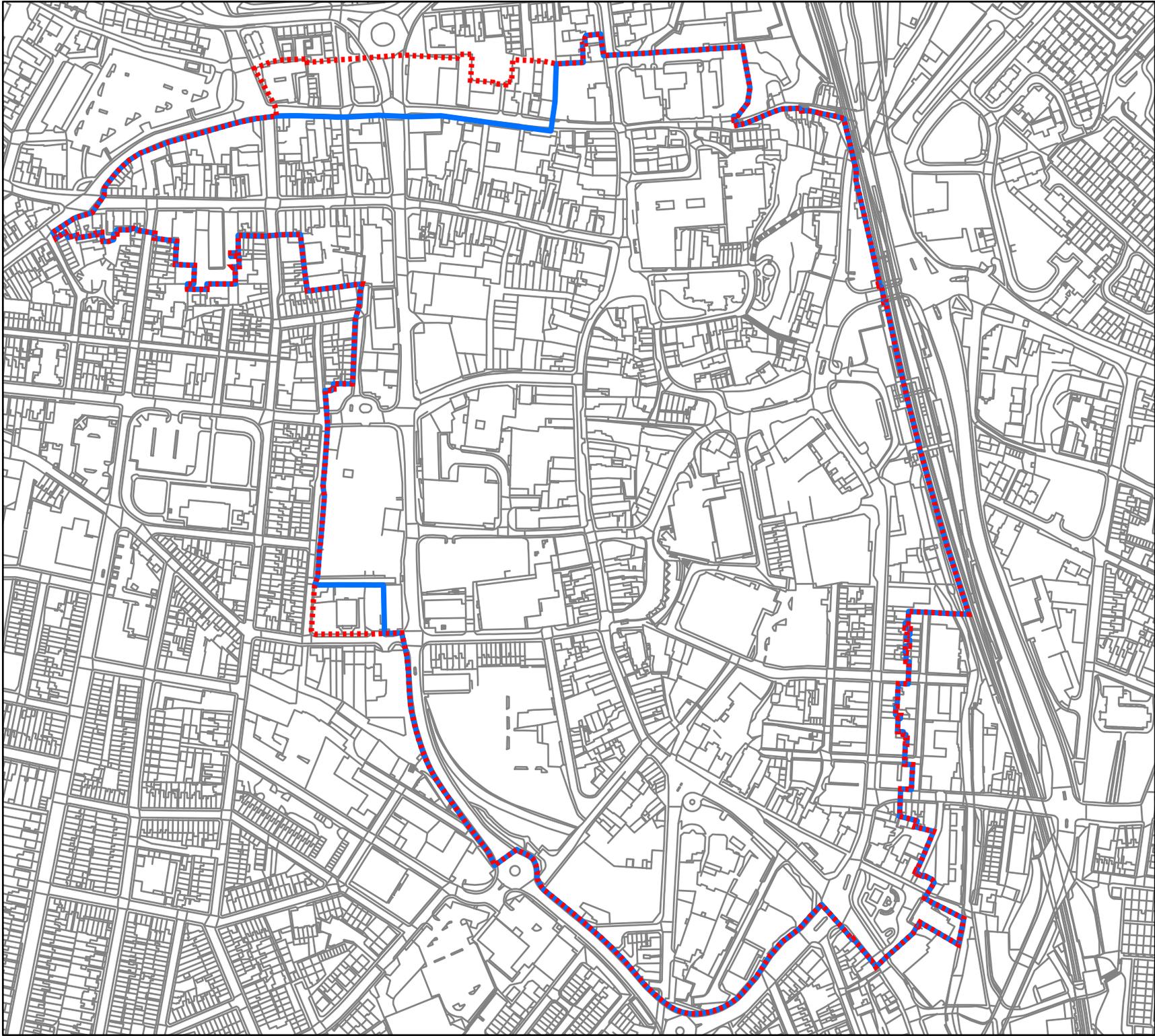
Wrenbury Local Service Centre

ADDRESS (and Zone)	Wrenbury Zone 4
2016 HEALTH CHECK FINDINGS	In 2016, Wrenbury was considered to be the smallest of emerging local service centres: <ul style="list-style-type: none"> • Strength – Good environmental quality. • Weakness – Low provision of shopping facilities. • Weakness – Small catchment. • Opportunities – Vacant unit available to increase retail provision.
COMMUNITY FACILITIES	St Margaret’s Church, Village Hall, Wrenbury Medical Centre (Located outside of the retail area)
NATIONAL OPERATORS	Post Office
USES	Wrenbury remains small providing only limited retail/service provision. In total, there are 4 units. Wrenbury has gained an additional comparison retail unit on Nantwich Road (Hawks House Crafts). The centre comprises a multi-functioning unit in the Village Store, which comprises a convenience store, a café and a post office which is a national operator. The Village store acts as the anchor for the centre. There continues to be no financial and business service provision in Wrenbury.
PEDESTRIAN FLOWS	Similar to the previous 2016 survey, the majority of pedestrian flows were situated by the village store and post office.
ACCESSIBILITY	The accessibility of the centre remains largely unchanged since our previous 2016 nsurvey. Ultimately, it is considered that Wrenbury has an adequate level of accessibility for most transport modes. For pedestrians, there are pavements on each side of the road and both retail units and community facilities are within near proximity of each other. The location is served by the 72 bus which runs between Whitchurch and Nantwich approximately every 2 hours.
PERCEPTION OF SAFETY	Wrenbury appears to be a safe area. There are large and attractive residential properties on each side of the road which provide a high level of natural surveillance. Since the previous study, the environment has had good upkeep and there are no signs of vandalism or defacing of buildings.
ENVIRONMENTAL QUALITY	It is considered that Wrenbury has a reasonably good environmental quality. It continues

	<p>to be attractive with presentable shopfronts and high-quality public realm. Directly outside the village store there are attractive planting schemes in place. The residential properties all appear in good condition with well-kept front gardens, which improve the aesthetics of the centre.</p>
CONCLUSION	<p>Wrenbury continues to provide a very limited level of local services and shops. It currently comprises only 4 retail units which partly cater to the day-day needs of the local residents. The post office and village store act as the anchor to the centre. Wrenbury continues to be a safe, accessible and attractive locality with high quality public realm.</p>

Appendix D

Recommended Changes to Centre Boundaries for the Council to consider



**Cheshire East Retail
Study Update
Ref: A117063**

**Macclesfield -
Principal Town
Recommended Town
Centre Boundary**

Key

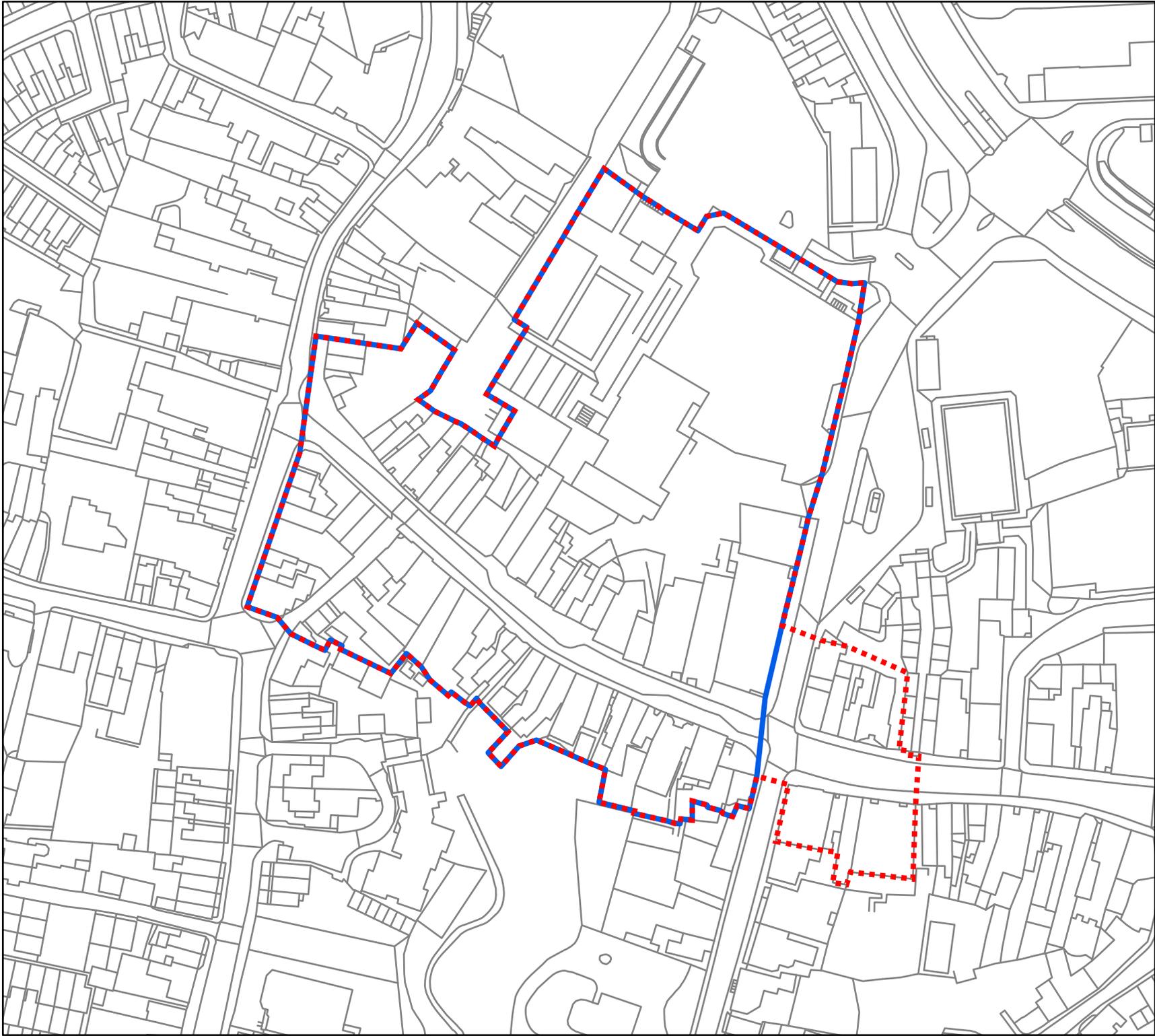
-  WYG Recommended Town Centre Boundary
-  CEC Proposed Town Centre Boundary

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**Cheshire East Retail
Study Update
Ref: A117063**

**Congleton -
Key Service Centre
Recommended Primary
Shopping Area**

- Key**
-  WYG Recommended Primary Shopping Area
 -  CEC Proposed Primary Shopping Area

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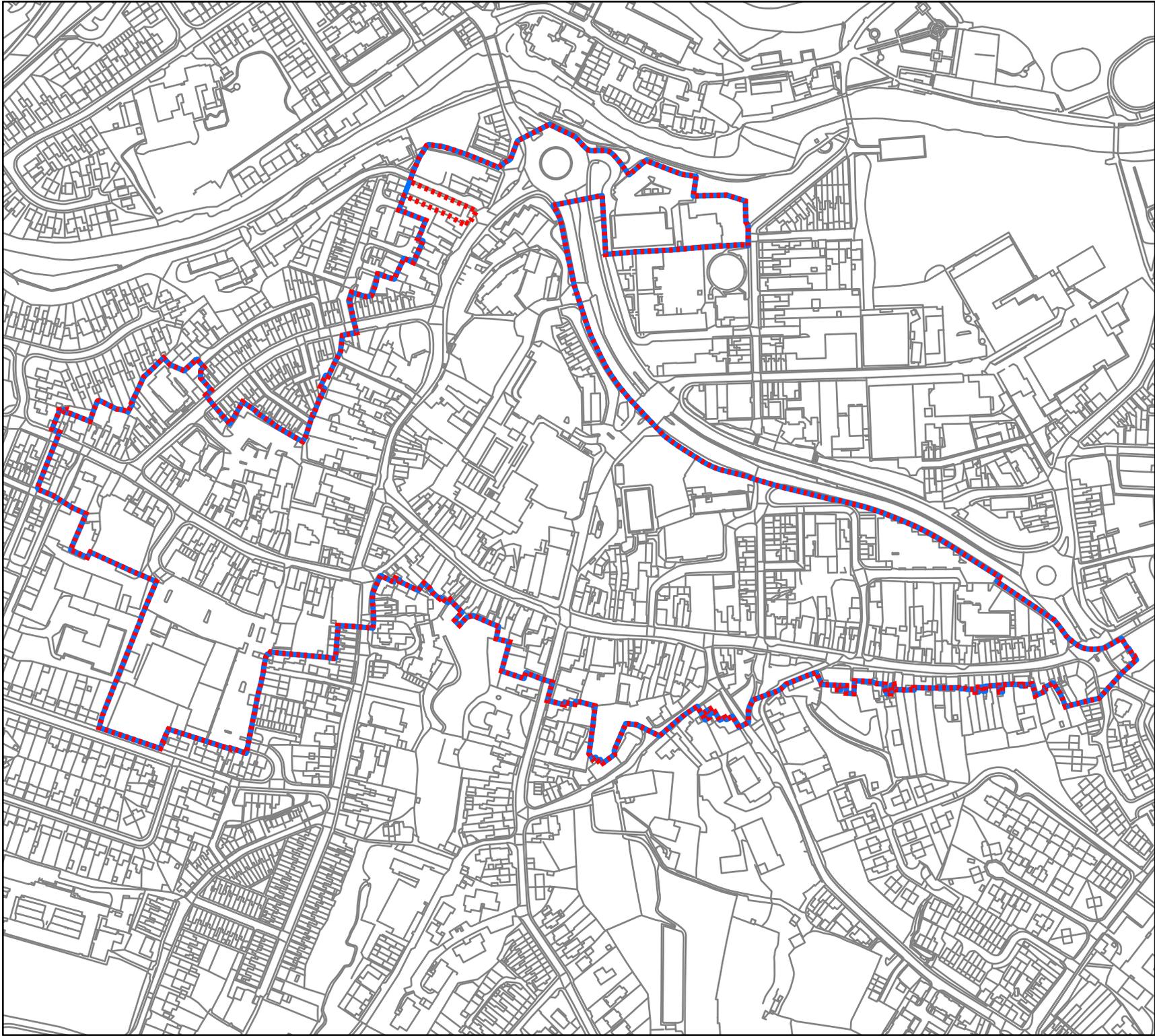
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**Cheshire East Retail
Study Update
Ref: A117063**

**Congleton -
Key Service Centre
Recommended Town
Centre Boundary**

Key

-  WYG Recommended Town Centre Boundary
-  CEC Proposed Town Centre Boundary

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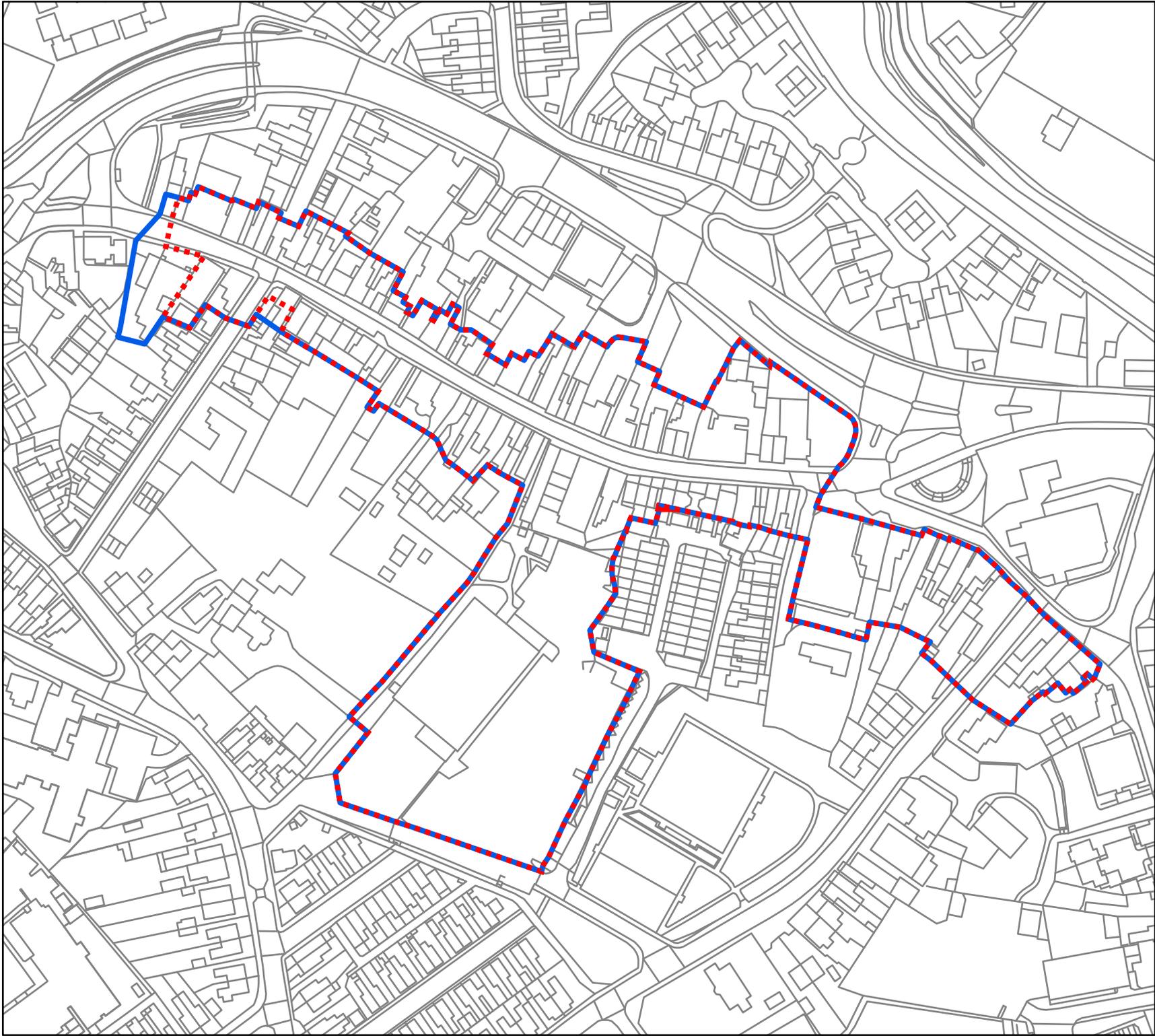
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**Cheshire East Retail
Study Update
Ref: A117063**

**Middlewich -
Key Service Centre
Recommended Primary
Shopping Area**

- Key**
-  WYG Recommended Primary Shopping Area
 -  CEC Proposed Primary Shopping Area

1:2,000

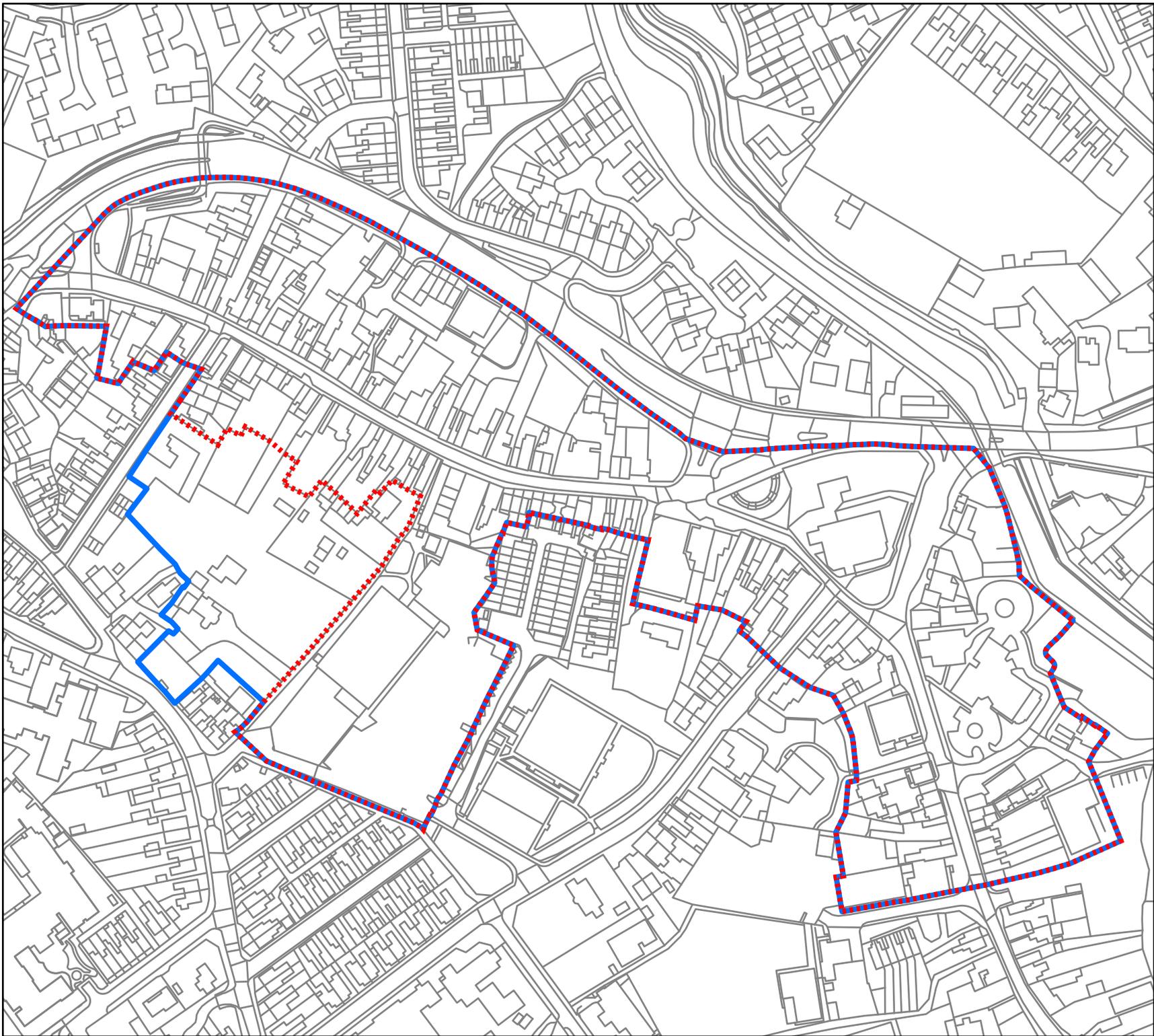
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**Cheshire East Retail
Study Update
Ref: A117063**

**Middlewich -
Key Service Centre
Recommended Town
Centre Boundary**

Key

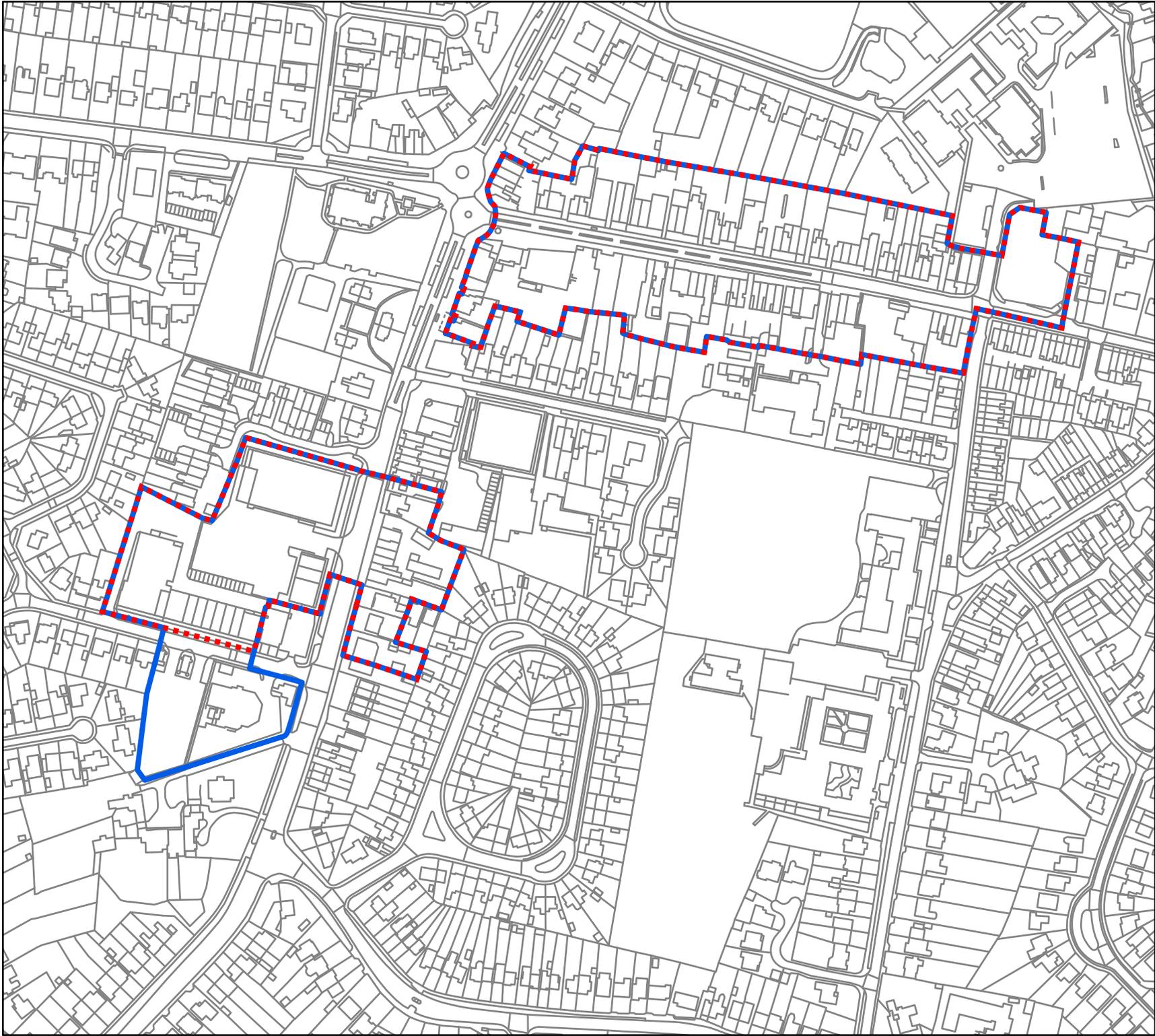
-  WYG Recommended Town Centre Boundary
-  CEC Proposed Town Centre Boundary

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**Cheshire East Retail
Study Update
Ref: A117063**

**Poynton -
Key Service Centre
Recommended Primary
Shopping Area**

Key
[Red dashed line] WYG Recommended Primary Shopping Area
[Blue solid line] CEC Proposed Primary Shopping Area

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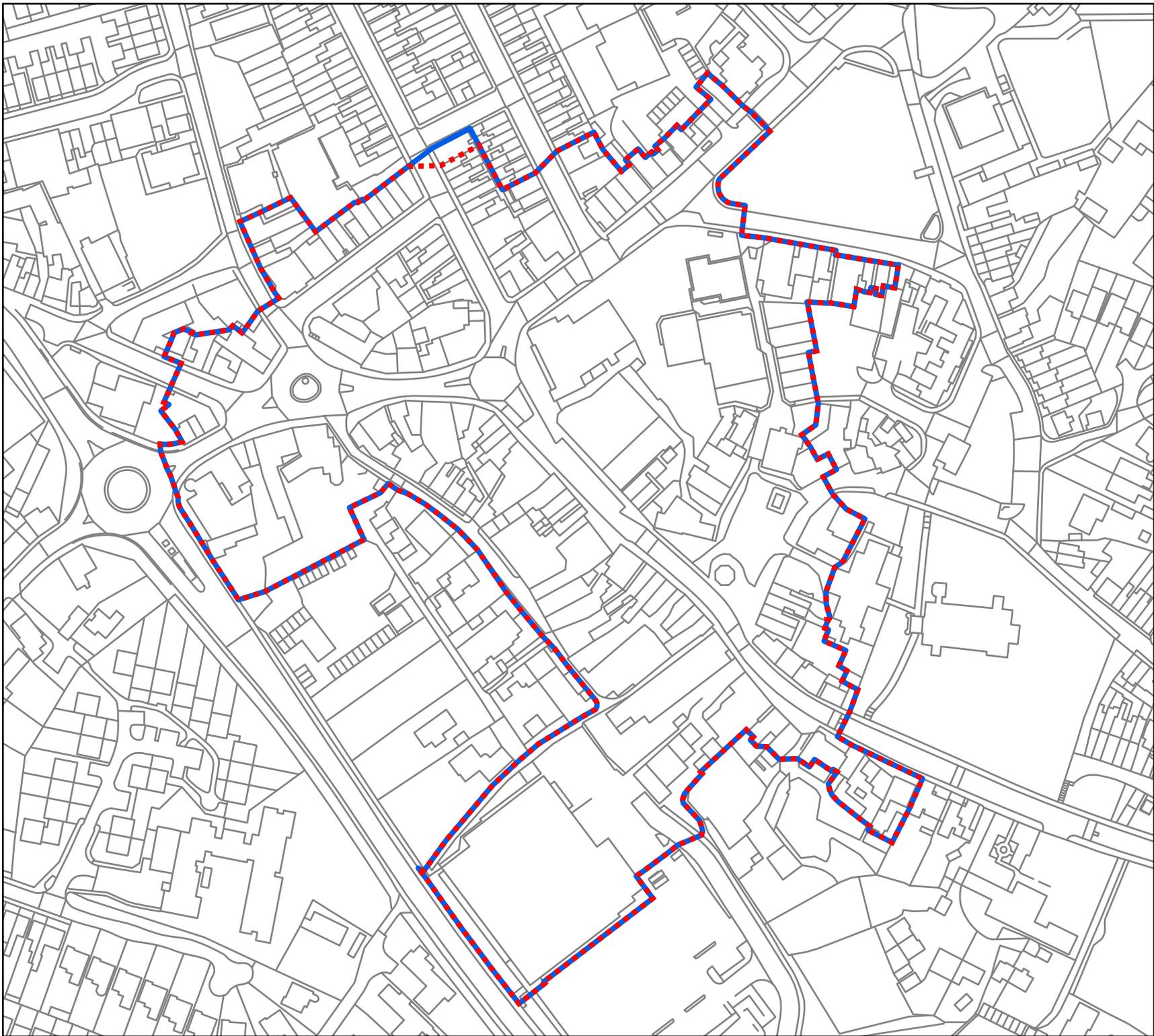
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**Cheshire East Retail
Study Update
Ref: A117063**

**Sandbach -
Key Service Centre
Recommended Primary
Shopping Area**

Key

-  WYG Recommended Primary Shopping Area
-  CEC Proposed Primary Shopping Area

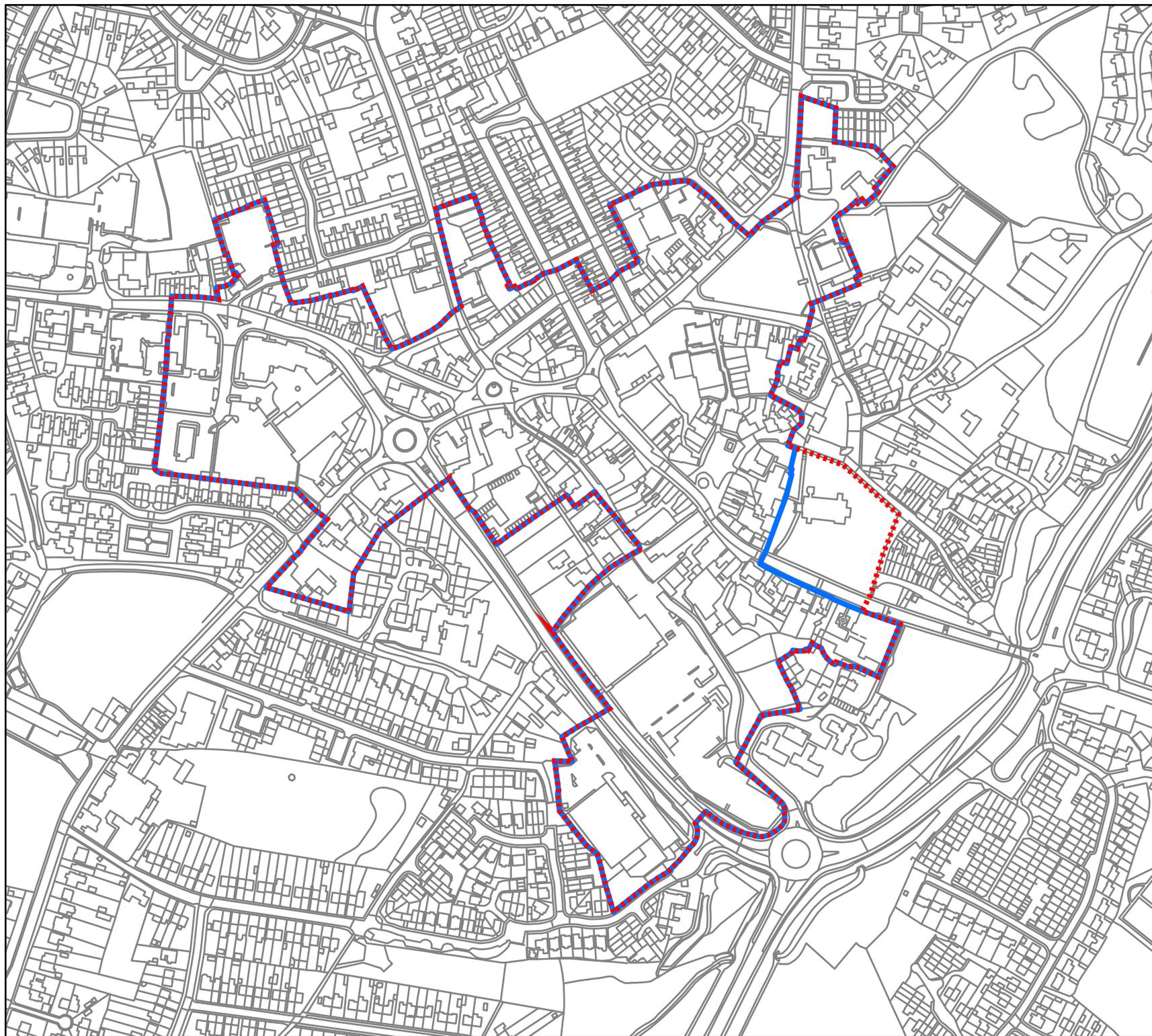
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Cheshire East Retail Study Update

Ref: A117063

Sandbach - Key Service Centre Recommended Town Centre Boundary

Key

-  WYG Recommended Town Centre Boundary
-  CEC Proposed Town Centre Boundary

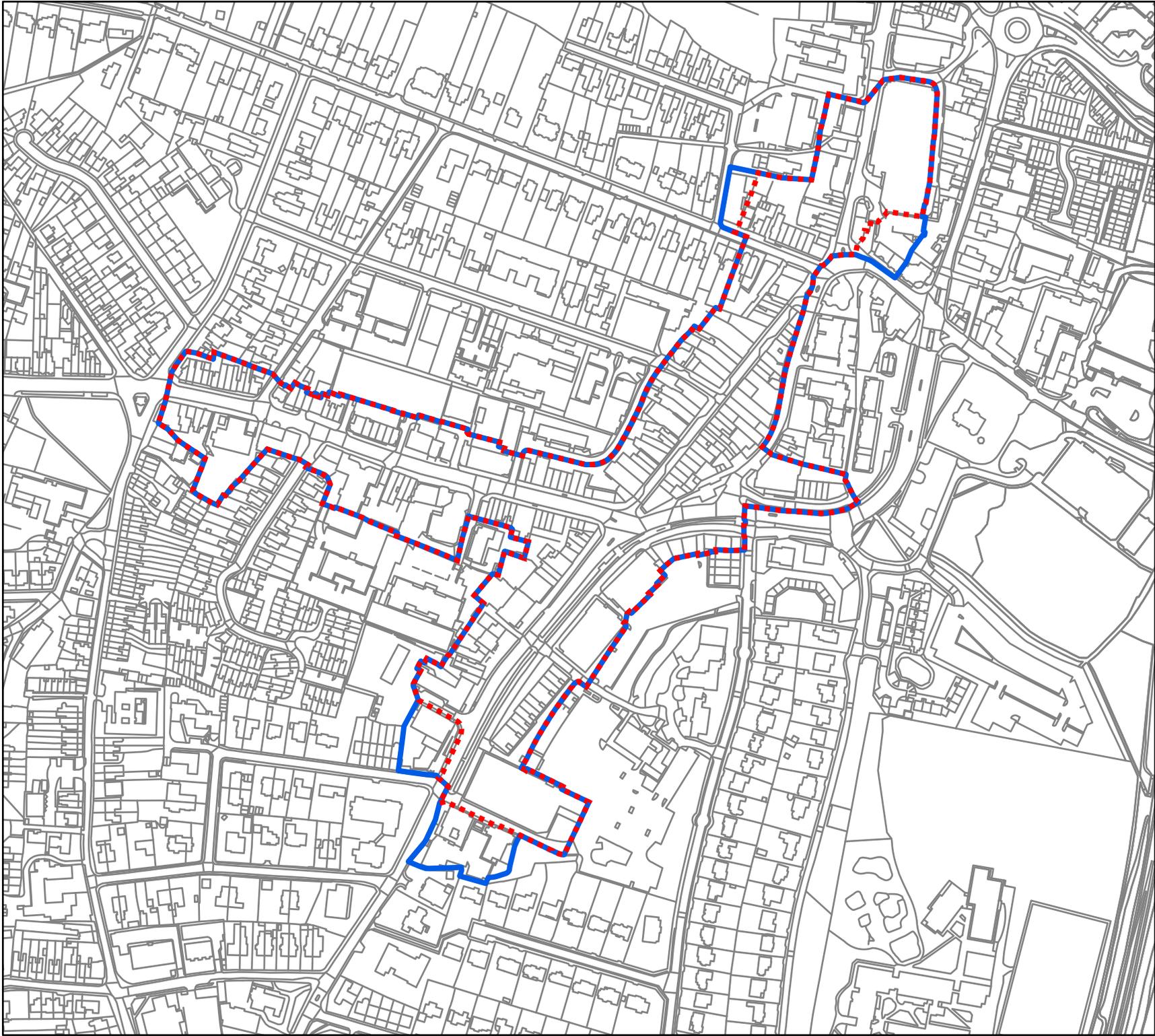
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**Cheshire East Retail
Study Update
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**Wilmslow -
Key Service Centre
Recommended Primary
Shopping Area**

- Key**
-  WYG Recommended Primary Shopping Area
 -  CEC Proposed Primary Shopping Area

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July 2020



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Appendix E

Statistical Tables – Retail Capacity

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE	POPULATION			PER CAPITA EXPENDITURE CONVENIENCE		
	2020 Persons	2025 Persons	2030 Persons	2020 £ per Person	2025 £ per Person	2030 £ per Person
Zone 1	171,088	176,290	180,790	2,195	2,180	2,175
Zone 2	136,784	141,419	145,702	2,169	2,154	2,149
Zone 3	162,225	168,263	173,570	2,039	2,025	2,021
Zone 4	131,131	136,172	140,631	1,948	1,935	1,931
Zone 5	26,757	27,257	27,707	2,072	2,058	2,053
Zone 6	102,949	105,840	109,038	2,065	2,051	2,046
Zone 7	47,545	48,543	49,657	1,984	1,971	1,966
Zone 8	182,904	186,073	189,200	2,029	2,015	2,011
Zone 9	86,996	88,372	89,470	1,959	1,946	1,941
Zone 10	161,915	165,127	167,990	1,886	1,873	1,869
Zone 11	137,796	138,702	138,990	1,958	1,945	1,940
Zone 12	70,380	71,161	71,719	1,929	1,916	1,911
Zone 13	40,423	41,092	41,791	1,851	1,838	1,834
Zone 14	64,223	64,765	65,037	1,902	1,889	1,884
Zone 15	28,740	28,937	29,155	2,180	2,165	2,160
TOTAL	1,551,856	1,588,014	1,620,447			

Notes:

Population

For areas within CE and CWAC, population data from the 2011 census has been sourced from Experian Micromarketer G3 and rolled forward to the base year and each of the forecast years (2025 and 2030) based on population estimates and forecasts, and the distribution of completed and planned housing development as provided by the respective Council (2018). For areas outside CE and CWAC, population data for the base year and each of the forecast years was sourced from Experian Micromarketer G3.

Expenditure

Per capita expenditure derived from Experian MMG3 data

Per capita expenditure projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 17

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 17

2016 Prices

**WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE**

UPDATED TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE			GROWTH	
	2020 £m	2025 £m	2030 £m	20-'25 £m	25-'30 £m
Zone 1	375.51	384.34	393.21	8.8	17.7
Zone 2	296.67	304.67	313.14	8.0	16.5
Zone 3	330.78	340.80	350.71	10.0	19.9
Zone 4	255.50	263.55	271.53	8.0	16.0
Zone 5	55.43	56.09	56.88	0.7	1.4
Zone 6	212.56	217.06	223.09	4.5	10.5
Zone 7	94.35	95.68	97.64	1.3	3.3
Zone 8	371.10	375.00	380.39	3.9	9.3
Zone 9	170.44	171.97	173.69	1.5	3.3
Zone 10	305.33	309.31	313.92	4.0	8.6
Zone 11	269.77	269.72	269.64	0.0	-0.1
Zone 12	135.73	136.32	137.06	0.6	1.3
Zone 13	74.82	75.54	76.64	0.7	1.8
Zone 14	122.13	122.33	122.55	0.2	0.4
Zone 15	62.64	62.65	62.97	0.0	0.3
TOTAL	3,133	3,185	3,243	52.3	110.3

UPDATED TABLE 2B: MAIN / TOP-UP SPLIT (2020)

ZONE	EXPENDITURE		
	MAIN £m	TOP-UP £m	TOTAL £m
Zone 1	283.7	91.8	375.5
Zone 2	234.0	62.7	296.7
Zone 3	254.9	75.9	330.8
Zone 4	211.0	44.5	255.5
Zone 5	45.4	10.0	55.4
Zone 6	157.2	55.4	212.6
Zone 7	70.2	24.2	94.3
Zone 8	288.7	82.4	371.1
Zone 9	123.6	46.8	170.4
Zone 10	233.5	71.8	305.3
Zone 11	207.1	62.6	269.8
Zone 12	102.2	33.5	135.7
Zone 13	58.6	16.2	74.8
Zone 14	89.4	32.8	122.1
Zone 15	49.5	13.2	62.6
Total	2,409	723.8	3,133

Notes:

Total convenience expenditure calculated by multiplying the population by the expenditure per person in each zone (Table 1) for the base year and each of the forecast years.

Proportion of total convenience expenditure spent on 'main' and 'top up' food shopping in each zone estimated from the household survey results (the number of respondents who undertake main and top up food shopping, their frequency of visits and spend per visit).

2016 Prices

Continued from previous page

DESTINATION	ZONE 1		ZONE 2		ZONE 3		ZONE 4		ZONE 5		ZONE 6		ZONE 7		ZONE 8		ZONE 9		ZONE 10		ZONE 11		ZONE 12		ZONE 13		ZONE 14		ZONE 15		STUDY AREA	
	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %
Other Zone 2	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Spar, Linmans Lane, Wincham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Mere	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	
Subtotal Zone 2	2.19	0.29	23.14	27.71	0.82	0.32	0.00	0.00	0.00	0.00	0.00	1.19	1.15	0.00	0.00	0.00	0.00	0.45	1.25	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	2.44	2.76	
Zone 3																																
Alsager																																
Alsager Town Centre	0.00	0.00	0.00	0.00	0.30	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.02	
Asda, Lawton Road, Alsager	0.00	0.00	0.00	0.00	2.55	3.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.39	
Sainsbury's Local, Crewe Road, Alsager	0.00	0.00	0.00	0.00	0.00	1.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	
Out-of-Centre																																
Spar, Crewe Road, Alsager	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	
Subtotal Alsager	0.00	0.00	0.00	0.00	3.19	4.69	0.00	0.31	0.55																							
Congleton																																
Morrisons, Bridestone Shopping Centre, Congleton	0.31	0.00	0.00	0.00	7.22	5.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.59	
Congleton Town Centre	0.00	0.00	0.00	0.00	0.00	1.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	
Aldi, Mountbatten Way, Congleton	0.75	0.00	0.00	0.00	4.65	3.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.40	
Farmfoods, Market Street, Congleton	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	
Out-of-Centre																																
Tesco Superstore, Clayton By Pass, Congleton	0.00	0.00	0.00	0.00	9.77	5.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.66	
Marks & Spencer Simply Food, Congleton Retail Park, Congleton	0.00	0.00	0.00	0.00	0.79	2.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.27	
Co-op, St Johns Road, Congleton	0.00	0.00	0.00	0.00	0.00	1.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	
Co-op, Bromley Road, Congleton	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	
Tesco Express, West Road, Congleton	0.00	0.00	0.00	0.00	0.14	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.10	
Aldi, Sandbach Road, West Heath, Congleton	0.00	0.00	0.00	0.00	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	
Iceland, West Heath Shopping Centre, Holmes Chapel Road, Congleton	0.00	0.00	0.00	0.00	0.38	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.06	
Subtotal Congleton	1.06	0.00	0.00	0.00	24.03	21.80	0.00	2.43	2.57																							
Middlewich																																
Middlewich Town Centre	0.00	0.00	0.00	0.00	0.14	0.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.11	
Tesco Superstore, Southway, Middlewich	0.00	0.00	0.00	0.00	3.91	5.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.63	
Tesco Express, Wheelock Street, Middlewich	0.00	0.00	0.00	0.00	0.00	1.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	
Morrisons, Newton Bank, Middlewich	0.00	0.00	0.59	0.00	4.97	2.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54	0.31	
Lidl, Chester Road, Middlewich	0.00	0.00	0.00	1.78	3.53	3.25	0.87	0.00	0.00	0.00	0.00	0.20	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.65	
Out-of-Centre																																
Tesco Express, Warringham Lane, Middlewich	0.00	0.00	0.00	0.00	0.00	7.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.89	
Subtotal Middlewich	0.00	0.00	0.59	1.78	12.55	21.29	0.87	0.00	0.00	0.00	0.20	1.53	0.00	0.00	0.00	0.00	0.00	2.33	0.00	1.36	2.92											
Sandbach																																
Sandbach Town Centre	0.00	0.00	0.00	0.00	0.17	1.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.20	
Iceland, High Street, Sandbach	0.00	0.00	0.00	0.00	0.00	1.09	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	
Waitrose, Flat Lane / Brookhouse Road, Sandbach	0.00	0.00	0.00	0.00	6.77	3.21	0.95	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.40	
Aldi, Middlewich Road, Sandbach	0.00	0.00	0.00	0.00	5.26	5.94	1.15	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.75	
Out-of-Centre																																
Co-op, Lawton Way, Sandbach	0.00	0.00	0.																													

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DESTINATION	ZONE 1		ZONE 2		ZONE 3		ZONE 4		ZONE 5		ZONE 6		ZONE 7		ZONE 8		ZONE 9		ZONE 10		ZONE 11		ZONE 12		ZONE 13		ZONE 14		ZONE 15		STUDY AREA			
	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP												
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Zone 7																																		
Chester																																		
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.41	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.37	17.30	0.00	0.00	0.00	6.37	0.01	0.77	
Marks & Spencer Foodhall, Foregate Street, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.09	3.51	0.00	0.00	0.00	0.00	0.93	0.29	0.00	0.00	0.00	0.00	2.71	11.28	0.28	0.00	1.19	1.10	0.23	0.48	
Iceland, Frodsham Street, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.97	0.00	0.35	1.23	0.00	0.10	0.20	0.05	
Tesco Express, Pepper Street, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00	0.00	0.00	0.00	0.00	0.03	0.03	
Tesco Superstore, Frodsham Square, Chester	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.58	0.00	0.61	0.49	13.27	13.34	0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.91	5.00	1.44	3.50	3.07	4.47	1.09	0.74	
Tesco Express, Delamere Street, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	1.10	2.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.76	0.00	0.00	0.00	0.00	0.04	0.17	
Out-of-Centre																																		
Sainsbury's, Caldly Valley Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.84	1.33	1.52	0.34	15.64	10.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.06	0.00	1.85	0.00	28.19	12.98	1.37	0.70	
Aldi, Tarvin Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.24	0.00	26.82	6.47	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.05	1.12	1.05	0.38	18.70	3.89	1.41	0.29	
Morrisons, Liverpool Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.90	8.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.24	3.33	0.58	0.81	6.74	0.00	0.99	0.36	
Waitrose, Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.82	0.42	0.96	0.00	5.37	2.75	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	3.24	2.43	0.28	0.00	6.44	0.48	0.25	0.25	
Co-op, Dicksons Drive, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	7.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.23	
Co-op, Faulkner Street, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.49	0.00	0.00	0.22	
Tesco Express, Weston Grove, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	1.30	0.01	0.15	
Sainsbury's Local, Charles Street, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.84	0.53	0.01	0.08	
Co-op, Kingsway, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07
Co-op, Walker Street, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.03	
Tesco Superstore, Hartford Way, Sealand Industrial Estate, Chester (Zone Aldi, Bumpers Lane Off Hartford Way, Chester (Zone 13))	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30	0.00	0.00	0.30	0.23	
Aldi, Bumpers Lane Off Hartford Way, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.69	3.28	4.07	0.30	0.55	0.00	0.54	0.08
Asda, Greyhound Retail Park, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	2.03	0.00	0.13	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.02	3.56	0.87	0.00	0.00	1.75	0.27	0.13	
Chester Retail Park, Sealand, Chester (Zone 13)	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.81	0.00	0.00	0.00	0.00	0.02	0.02	0.02	
Co-op, Five Ashes Road, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.40	0.00	0.00	0.00	0.00	0.00	0.21	0.21
Morrisons, High Street, Saltney (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.92	14.67	2.12	2.13	0.00	0.00	0.37	0.41	
Asda, River Lane, Saltney, Flintshire (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.52	2.38	0.00	0.00	1.98	12.67	0.78	0.00	0.00	0.00	0.20	0.50	0.50	
Farmfoods, St Davids Retail Park, High Street, Saltney (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.01	0.00	0.00	
Subtotal Chester	0.00	0.00	0.00	0.17	0.14	0.00	0.00	0.00	6.83	1.75	3.57	3.88	87.43	79.40	1.47	0.23	0.00	0.00	0.64	2.33	0.81	3.68	0.00	0.00	80.77	91.17	14.97	12.84	65.70	36.53	7.53	6.33		
Other Zone 7																																		
Hoole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.56	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18	
Spar, Green Lane, Vicars Cross	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30	0.00	0.06	0.06
Subtotal Zone 7	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	6.83	1.75	3.33	1.13	80.39	78.63	1.34	0.47	0.00	0.00	0.00	2.33	0.29	1.30	0.00	0.00	44.54	40.47	5.83	10.41	65.15	36.68	5.77	4.69		
Zone 8																																		
Ellesmere Port																																		
Ellesmere Port Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	5.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.03	0.64	0.64	
Asda, Wellington Road / Grange Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	1.69	4.10	18.22	6.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.58	0.00	0.00	3.19	2.31	0.52	0.52
Aldi, Wellington Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	5.57	2.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.25	0.00	1.31	0.94	0.83	0.34
Iceland, Marina Walk, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.06	0.06
Farmfoods, York Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.68	0.00	0.00	0.00	0.00	0.00	0.05	0.00	
Out-of-Centre																																		
Sainsbury's, Kinsley Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.84	0.00	0.82	0.00	4.55	3.20	1.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.62	0.00	6.92	11.35	0.93	0.55	
Marks & Spencer Foodhall, Cheshire Oaks, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.94	1.36	3.21	3.22	0.33																		

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

TABLE 5: TRADING PERFORMANCE OF EXISTING CONVENIENCE PROVISION IN CHESHIRE EAST

DESTINATION	Net Sales	CONVENIENCE						
		Convenience Sales	Convenience Sales Area	Sales Density	Benchmark Turnover	Survey Turnover	Inflow	Survey Turnover Incl Inflow
		sq.m	(A) sq.m	(B) £ per sq.m	(AxB) £m	£m	£m	£m
CHESHIRE EAST								
Zone 1								
Macclesfield								
Macclesfield Town Centre	-	-	1,806	3,000	5.42	7.08	0.00	7.08
Aldi, Queen Victoria Street, Macclesfield	706	82%	580	9,818	5.70	41.24	0.00	41.24
Iceland, Mill Street, Macclesfield	684	96%	655	6,207	4.07	2.56	0.00	2.56
Marks & Spencer Foodhall, Mill Street, Macclesfield	849	86%	732	9,633	7.05	2.97	0.00	2.97
Tesco Metro, Exchange Street, Macclesfield	1,523	69%	1,044	12,363	12.90	9.09	0.00	9.09
Tesco Superstore, Hibel Road, Macclesfield	3,065	69%	2,100	12,363	25.97	52.59	0.00	52.59
Sainsbury's, Cumberland Street, Macclesfield	4,002	71%	2,836	10,766	30.53	51.38	0.00	51.38
<i>Out-of-Centre</i>								
Co-op, Ivy Road, Macclesfield	310	87%	269	10,434	2.81	6.05	0.00	6.05
Co-op, London Road, Macclesfield	198	87%	172	10,434	1.79	3.03	0.00	3.03
Co-op, Buxton Road, Macclesfield	157	87%	136	10,434	1.42	1.65	0.00	1.65
Co-op, Westmorland Close, Macclesfield	152	87%	132	10,434	1.38	1.06	0.00	1.06
Tesco Express, Broken Cross, Macclesfield	194	95%	184	12,363	2.28	2.46	0.00	2.46
Co-op, Chester Road, Macclesfield	80	87%	70	10,434	0.73	0.41	0.00	0.41
Co-op, Hurdsfield Green, Macclesfield	187	87%	163	10,434	1.70	0.43	0.00	0.43
Co-op, Thornton Square, Macclesfield	508	87%	441	10,434	4.60	1.23	0.00	1.23
ITTS Meats, Snape Road, Hurdsfield Industrial Estate, Macclesfield	-	-	-	-	0.17	0.17	0.00	0.17
Subtotal Macclesfield	12,615	-	11,321	-	108.51	183.39	0.00	183.39
Bollington								
Bollington	-	-	-	-	3.51	3.51	0.00	3.51
Co-op, Wellington Road, Bollington	280	87%	243	10,434	2.54	4.73	0.00	4.73
Subtotal Bollington	280	-	243	-	6.05	8.24	0.00	8.24
Disley								
Disley	-	-	-	-	0.67	0.67	0.00	0.67
Co-op, Market Street, Disley	244	87%	212	10,434	2.21	0.40	0.00	0.40
Subtotal Disley	244	-	212	-	2.88	1.07	0.00	1.07
Handforth								
Handforth Town Centre	-	-	602	2,500	1.51	0.97	0.00	0.97
Spar, Wilmslow Road, Handforth	-	-	-	-	0.37	0.37	0.00	0.37
Tesco Express, The Paddock, Handforth	231	95%	219	12,363	2.71	1.28	0.00	1.28
Subtotal Handforth	231	-	821	-	4.59	2.62	0.00	2.62
Poynton								
Poynton Town Centre	-	-	267	2,500	0.67	0.43	0.00	0.43
Asda, Park Lane, Poynton	357	62%	223	12,719	2.84	2.15	0.00	2.15
Morrisons, Queensway, Poynton	811	74%	597	11,528	6.88	9.22	0.00	9.22
Waitrose, Park Lane, Poynton	1,276	83%	1,063	11,601	12.33	7.39	0.00	7.39
Co-op, School Lane, Poynton	167	87%	145	10,434	1.52	1.04	0.00	1.04
Subtotal Poynton	2,612	-	2,295	-	24.23	20.24	0.00	20.24
Prestbury								
Co-op, The Village, Prestbury	293	87%	255	10,434	2.66	1.27	0.00	1.27
Subtotal Prestbury	293	-	255	-	2.66	1.27	0.00	1.27
Wilmslow								
Wilmslow Town Centre	-	-	592	2,500	1.48	0.66	0.00	0.66
Waitrose, Church Street, Wilmslow	2,167	83%	1,805	11,601	20.94	19.20	0.00	19.20
Marks & Spencer Simply Food, Alderley Road, Wilmslow	158	86%	136	9,633	1.31	0.26	0.00	0.26
Morrisons Local, Whitecroft House, Water Lane, Wilmslow	387	95%	368	11,528	4.24	1.62	0.00	1.62
Sainsbury's, Alderley Road, Wilmslow	2,356	71%	1,669	10,766	17.97	4.30	0.00	4.30
<i>Out-of-Centre</i>								
Lidl, Dean Row Road, Wilmslow	929	78%	723	9,846	7.12	5.34	0.00	5.34
Tesco Express, Dean Row Road, Wilmslow	141	95%	134	12,363	1.66	1.06	0.00	1.06
Subtotal Wilmslow	6,138	-	5,427	-	54.72	32.44	0.00	32.44
Alderley Edge								
Alderley Edge	-	-	840	2,500	2.10	1.28	0.00	1.28
Little Waitrose, The Parade, London Road, Alderley Edge	216	95%	206	11,601	2.38	1.68	0.00	1.68
Subtotal Alderley Edge	216	-	1,046	-	4.48	2.96	0.00	2.96
Other Zone 1								
Tesco Extra, Kiln Croft Lane, Handforth	6,644	60%	3,986	12,363	49.28	22.62	22.62	45.24
Marks & Spencer Foodhall, Coppice Way, Handforth	974	86%	839	9,633	8.09	4.28	4.28	8.57
Co-op, Buxton Road, Whaley Bridge	174	87%	151	10,434	1.58	1.06	0.00	1.06
Chapel-en-le-Frith	-	-	-	-	0.58	0.58	0.00	0.58
Chelford	-	-	-	-	0.37	0.37	0.00	0.37
Chinley	-	-	-	-	0.65	0.65	0.00	0.65
New Mills	-	-	-	-	1.51	1.51	0.00	1.51
Subtotal Zone 1	30,421	-	26,597	-	270.16	283.28	26.90	310.19
Zone 2								
Knutsford								
Knutsford Town Centre	-	-	373	2,500	0.93	0.87	0.00	0.87
Booths, Stanley Road, Knutsford	2,296	79%	1,808	10,491	18.97	38.57	0.00	38.57
Sainsbury's Local, Canute Place, Knutsford	179	95%	170	10,766	1.83	3.28	0.00	3.28
Little Waitrose, Princess Street, Knutsford	344	95%	327	11,601	3.79	8.12	0.00	8.12
Co-op, Princess Street, Knutsford	446	87%	387	10,434	4.04	2.43	0.00	2.43
Aldi, Brook Street, Knutsford	990	82%	814	9,818	7.99	26.91	0.00	26.91
<i>Out-of-Centre</i>								
Co-op, Parkgate, Knutsford	139	87%	121	10,434	1.26	1.29	0.00	1.29
Subtotal Knutsford	4,394	-	4,000	-	38.82	81.47	0.00	81.47
Mobberley								
Mobberley	-	-	-	-	0.42	0.42	0.00	0.42
Co-op, Town Lane, Mobberley	136	87%	118	10,434	1.23	1.51	0.00	1.51
Subtotal Mobberley	136	-	118	-	1.65	1.94	0.00	1.94
Other Zone 2								
Spar, Linnards Lane, Wincham	-	-	-	-	0.29	0.29	0.00	0.29
Mere	-	-	-	-	0.44	0.44	0.00	0.44
Other, Zone 2	-	-	-	-	0.14	0.14	0.00	0.14
Subtotal Zone 2	4,530	-	4,118	-	41.35	84.29	0.00	84.29
Zone 3								
Alsager								
Alsager Town Centre	-	-	659	2,500	1.65	0.89	0.00	0.89
Asda, Lawton Road, Alsager	604	62%	377	12,719	4.80	8.97	0.00	8.97
Sainsbury's Local, Crewe Road, Alsager	232	95%	220	10,766	2.37	0.97	0.00	0.97
<i>Out-of-Centre</i>								
Spar, Crewe Road, Alsager	-	-	-	-	0.86	0.86	0.00	0.86
Subtotal Alsager	836	-	1,256	-	9.67	11.68	0.00	11.68

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DESTINATION	NET SALES	CONVENIENCE						
		CONVENIENCE SALES AREA	CONVENIENCE SALES AREA	SALES DENSITY	BENCHMARK TURNOVER	SURVEY TURNOVER	INFLOW	SURVEY TURNOVER INC INFLOW
		%	(A) sq.m	(B) £ per sq.m	(AxB) £m	£m	£m	£m
Congleton								
Morrisons, Bridestone Shopping Centre, Congleton	1,852	74%	1,362	11,528	15.70	23.11	0.00	23.11
Congleton Town Centre	-	-	555	3,000	1.67	1.36	0.00	1.36
Aldi, Mountbatten Way, Congleton	650	82%	534	9,818	5.25	16.52	0.00	16.52
Farmfoods, Market Street, Congleton	253	95%	241	6,319	1.52	0.90	0.00	0.90
<i>Out-of-Centre</i>								
Tesco Superstore, Clayton By Pass, Congleton	2,833	69%	1,941	12,363	24.00	29.17	0.00	29.17
Marks & Spencer Simply Food, Congleton Retail Park, Congleton	562	86%	485	9,633	4.67	3.76	0.00	3.76
Co-op, St Johns Road, Congleton	260	87%	225	10,434	2.35	1.14	0.00	1.14
Co-op, Bromley Road, Congleton	114	87%	99	10,434	1.03	0.65	0.00	0.65
Tesco Express, West Road, Congleton	221	95%	210	12,363	2.59	1.01	0.00	1.01
Aldi, Sandbach Road, West Heath, Congleton	776	82%	638	9,818	6.26	1.86	0.00	1.86
Iceland, West Heath Shopping Centre, Holmes Chapel Road, Congleton	445	96%	427	6,207	2.65	1.34	0.00	1.34
Subtotal Congleton	7,966	-	6,717	-	67.70	80.81	0.00	80.81
Middlewich								
Middlewich Town Centre	-	-	264	3,000	0.79	1.10	0.00	1.10
Tesco Superstore, Southway, Middlewich	824	69%	565	12,363	6.98	13.97	0.00	13.97
Tesco Express, Wheelock Street, Middlewich	174	95%	165	12,363	2.04	2.28	0.00	2.28
Morrisons, Newton Bank, Middlewich	1,573	74%	1,157	11,528	13.34	16.07	0.00	16.07
Lidl, Chester Road, Middlewich	929	78%	723	9,846	7.12	15.57	0.00	15.57
<i>Out-of-Centre</i>								
Tesco Express, Warmingham Lane, Middlewich	189	95%	180	12,363	2.22	5.75	0.00	5.75
Subtotal Middlewich	3,689	-	3,053	-	32.49	54.74	0.00	54.74
Sandbach								
Sandbach Town Centre	-	-	906	2,500	2.26	1.70	0.00	1.70
Iceland, High Street, Sandbach	397	96%	380	6,207	2.36	1.16	0.00	1.16
Waitrose, Flat Lane / Brookhouse Road, Sandbach	2,125	83%	1,770	11,601	20.53	21.85	0.00	21.85
Aldi, Middlewich Road, Sandbach	1,087	82%	894	9,818	8.77	20.62	0.00	20.62
<i>Out-of-Centre</i>								
Co-op, Lawton Way, Sandbach	668	87%	580	10,434	6.05	3.17	0.00	3.17
Co-op, Middlewich Road, Sandbach	213	87%	185	10,434	1.93	1.69	0.00	1.69
Subtotal Sandbach	4,490	-	4,716	-	41.92	50.20	0.00	50.20
Other Zone 3								
Church Lawton	-	-	-	-	0.24	0.24	0.00	0.24
Holmes Chapel	-	-	-	-	0.66	0.66	0.00	0.66
Co-op, London Road, Holmes Chapel	384	87%	334	10,434	3.48	1.86	0.00	1.86
Sainsbury's Local, The Square, Holmes Chapel	270	95%	257	10,766	2.77	1.03	0.00	1.03
Subtotal Zone 3	17,636	-	16,333	-	158.93	201.23	0.00	201.23
Zone 4								
Crewe								
Crewe Town Centre	-	-	-	-	4.4	4.42	0.00	4.42
Asda, Victoria Centre	5,132	65%	3,336	12,719	42.4	34.16	0.00	34.16
Marks & Spencer Foodhall, Market Street (NOW CLOSED)	117	95%	111	9,633	1.1	2.32	0.00	2.32
Iceland, Market Centre	463	100%	463	6,207	2.9	0.88	0.00	0.88
Farmfoods, Oak Street	219	100%	219	6,319	1.4	0.31	0.00	0.31
Tesco Extra, Vernon Way	5,500	65%	3,300	12,363	40.8	41.09	0.00	41.09
Morrisons, Dunwoody Way	3,701	75%	2,776	11,528	32.0	36.45	0.00	36.45
Marks & Spencer Simply Food, Grand Junction Way	608	95%	578	9,633	5.6	5.51	0.00	5.51
Grand Junction Retail Park, Grand Junction Way	-	-	-	-	0.6	0.57	0.00	0.57
Aldi, Grand Junction Way	757	85%	643	9,818	6.3	21.18	0.00	21.18
Aldi, Nantwich Road	834	85%	708	9,818	7.0	22.85	0.00	22.85
Co-op, Readesdale Avenue	332	95%	315	10,434	3.3	2.63	0.00	2.63
Co-op, Beswick Drive	190	95%	181	10,434	1.9	0.68	0.00	0.68
Co-op, Parkers Road	170	95%	162	10,434	1.7	1.07	0.00	1.07
Nisa Local, Alton Street	-	-	-	-	0.3	0.34	0.00	0.34
Nisa Local, Weston Court, Crewe Road	-	-	-	-	1.9	1.88	0.00	1.88
Tesco Express, Crewe Road	220	95%	209	12,363	2.6	1.40	0.00	1.40
Sainsbury's Local, Edleston Road	455	95%	432	10,766	4.7	0.32	0.00	0.32
Total	18,697	-	13,433	-	160.70	178.40	0.00	178.40
Nantwich								
Nantwich Town Centre	-	-	1,395	3,000	4.19	2.42	0.00	2.42
Morrisons, Station Road, Nantwich	2,094	74%	1,540	11,528	17.76	24.04	0.00	24.04
Aldi, Station Road, Nantwich	931	82%	765	9,818	7.51	18.74	0.00	18.74
Marks & Spencer Simply Food, Beam Street, Nantwich	701	86%	604	9,633	5.82	2.40	0.00	2.40
<i>Out-of-Centre</i>								
Co-op, Beechwood Close / Cronkinson Farm, Nantwich	437	87%	380	10,434	3.96	0.57	0.00	0.57
Sainsbury's, Middlewich Road, Nantwich	5,778	64%	3,716	10,766	40.00	53.14	0.00	53.14
Subtotal Nantwich	9,941	-	8,401	-	79.24	101.30	0.00	101.30
Audlem								
Co-op, Shropshire Street, Audlem	170	87%	147	10,434	1.54	3.43	0.00	3.43
Subtotal Audlem	170	-	147	-	1.54	3.43	0.00	3.43
Haslington								
Haslington	-	-	-	-	0.12	0.12	0.00	0.12
Co-op, Crewe Road, Haslington	108	87%	94	10,434	0.98	1.93	0.00	1.93
Subtotal Haslington	108	-	94	-	1.09	2.04	0.00	2.04
Other Zone 4								
Co-op, The Moss, Morningside, Madeley	140	87%	122	10,434	1.27	0.22	0.00	0.22
Co-op, Rope Lane, Shavington, Crewe	247	87%	215	10,434	2.24	1.04	0.00	1.04
Shavington	-	-	-	-	0.12	0.12	0.00	0.12
Weston	-	-	-	-	2.49	2.49	0.00	2.49
Subtotal Zone 4	29,303	-	22,411	-	248.91	289.04	0.00	289.04
Zone 5								
Other Zone 5								
Cholmondeley	-	-	-	-	0.28	0.28	0.00	0.28
Subtotal Zone 5	0	-	0	-	0.28	0.28	0.00	0.28
Zone 6								
Other Zone 6								
Bunbury	-	-	-	-	0.70	0.70	0.00	0.70
Co-op, Bunbury Lane, Bunbury	160	87%	139	10,434	1.45	1.19	0.00	1.19
Subtotal Zone 6	160	-	139	-	2.15	1.89	0.00	1.89
SUBTOTAL CHESHIRE EAST	82,050	-	69,599	-	721.78	860.01	26.90	886.91

Notes:

- Gross floorspace derived from Retail Studies, Retail Impact Assessments, VOA website, Experian Goad or WYG assessment
- Net convenience floorspace for main foodstores estimated in line with company average taken from GlobalData.com or using WYG judgement
- Gross convenience floorspace for main defined centres sourced from surveys of each of the centres undertaken by WYG. Assumed net to gross ratio of 70%.
- Sales densities of main foodstores derived from GlobalData.com and Mintel Retail Rankings 2019
- WYG assume that local shops (where no known floorspace exists) are trading at equilibrium

2016 Prices

**WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE**

UPDATED TABLE 6: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION			PER CAPITA EXPENDITURE																										
	2020	2025	2030	2020												2025						2030								
	Persons	Persons	Persons	Clothing & Footwear	Books/CDs /DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	TOTAL	Clothing & Footwear	Books/CDs /DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	TOTAL	Clothing & Footwear	Books/CDs /DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	TOTAL
Zone 1	171,088	176,290	180,790	970	233	499	493	559	470	252	297	3,773	1,084	260	558	551	625	525	282	332	4,218	1,227	295	632	624	708	595	319	376	4,775
Zone 2	136,784	141,419	145,702	1,012	231	496	483	555	487	235	299	3,798	1,131	258	554	540	621	545	263	334	4,246	1,280	292	627	611	703	616	298	378	4,807
Zone 3	162,225	168,263	173,570	893	200	414	490	488	437	223	240	3,385	998	223	463	548	545	488	249	269	3,784	1,130	253	524	620	617	553	282	304	4,283
Zone 4	131,131	136,172	140,631	806	180	404	438	451	382	193	228	3,082	901	201	452	490	504	427	215	255	3,445	1,019	227	511	555	570	483	244	289	3,900
Zone 5	26,757	27,257	27,707	825	211	430	522	451	393	252	235	3,319	922	236	481	583	505	439	281	263	3,710	1,044	267	544	660	571	497	318	298	4,200
Zone 6	102,949	105,840	109,038	896	200	424	488	496	436	225	264	3,426	1,001	223	473	546	554	487	251	295	3,830	1,133	253	536	618	627	551	284	334	4,336
Zone 7	47,545	48,543	49,657	884	199	428	385	495	419	178	252	3,240	988	223	479	431	553	468	199	281	3,622	1,119	252	542	487	626	530	226	318	4,101
Zone 8	182,904	186,073	189,200	850	187	396	437	467	407	203	241	3,187	950	209	442	488	522	455	227	269	3,563	1,076	237	501	553	591	515	257	305	4,034
Zone 9	86,996	88,372	89,470	798	173	371	419	427	379	182	222	2,971	892	194	415	468	478	424	203	248	3,321	1,010	220	469	530	541	480	230	280	3,760
Zone 10	161,915	165,127	167,990	692	166	367	367	364	281	235	217	2,689	773	186	410	411	407	314	263	242	3,006	875	210	464	465	460	355	298	274	3,402
Zone 11	137,796	138,702	138,990	732	178	387	382	389	288	272	245	2,873	818	199	433	427	435	322	304	273	3,212	926	226	490	484	492	365	344	309	3,636
Zone 12	70,380	71,161	71,719	695	167	363	373	360	270	262	226	2,716	777	187	406	417	402	302	293	253	3,036	880	212	459	472	455	341	331	286	3,436
Zone 13	40,423	41,092	41,791	788	169	350	388	408	402	153	194	2,851	881	189	391	434	456	449	171	217	3,187	997	214	443	491	516	508	194	245	3,608
Zone 14	64,223	64,765	65,037	768	178	396	384	404	316	249	238	2,933	858	198	443	429	452	354	278	266	3,279	971	225	501	486	512	400	315	301	3,712
Zone 15	28,740	28,937	29,155	1,007	230	485	545	561	487	268	309	3,890	1,126	257	542	609	627	545	299	345	4,349	1,274	291	613	689	709	617	339	391	4,923
TOTAL	1,551,856	1,588,014	1,620,447																											

Notes:

Population

For areas within CE and CWAC, population data from the 2011 census has been sourced from Experian Micromarketer G3 and rolled forward to the base year and each of the forecast years (2025 and 2030) based on population estimates and forecasts, and the distribution of completed and planned housing development as provided by the respective Councils (2018).

For areas outside CE and CWAC, population data for the base year and each of the forecast years was sourced from Experian Micromarketer G3.

Expenditure

Per capita expenditure derived from Experian MMG3 data

Per capita expenditure projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 17

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 17

2016 Prices

**WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE**

TABLE 7: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	EXPENDITURE £m																										
	2020									2025									2030								
	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	TOTAL	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	TOTAL	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	TOTAL
Zone 1	165.9	39.8	85.4	84.3	95.7	80.4	43.1	50.9	645.5	191.1	45.9	98.4	97.1	110.2	92.6	49.7	58.6	743.5	221.9	53.3	114.2	112.8	127.9	107.5	57.7	68.0	863
Zone 2	138.4	31.6	67.8	66.0	76.0	66.6	32.2	40.9	519.5	159.9	36.5	78.4	76.3	87.8	77.0	37.2	47.3	600.4	186.5	42.6	91.4	89.0	102.4	89.8	43.4	55.1	700.3
Zone 3	144.9	32.4	67.2	79.5	79.1	70.8	36.1	39.0	549.1	168.0	37.6	77.9	92.2	91.7	82.1	41.9	45.2	636.6	196.2	43.9	91.0	107.7	107.1	95.9	48.9	52.8	743.4
Zone 4	105.6	23.6	53.0	57.5	59.1	50.1	25.3	29.9	404.1	122.6	27.4	61.5	66.7	68.6	58.1	29.3	34.8	469.1	143.4	32.0	71.9	78.0	80.2	68.0	34.3	40.6	548.4
Zone 5	22.1	5.6	11.5	14.0	12.1	10.5	6.7	6.3	88.8	25.1	6.4	13.1	15.9	13.8	12.0	7.7	7.2	101.1	28.9	7.4	15.1	18.3	15.8	13.8	8.8	8.3	116.4
Zone 6	92.2	20.5	43.6	50.2	51.0	44.8	23.1	27.2	352.8	105.9	23.6	50.1	57.7	58.6	51.5	26.6	31.2	405.4	123.6	27.5	58.4	67.3	68.4	60.1	31.0	36.4	472.8
Zone 7	42.0	9.5	20.4	18.3	23.5	19.9	8.5	12.0	154.1	48.0	10.8	23.2	20.9	26.8	22.7	9.7	13.7	175.8	55.6	12.5	26.9	24.2	31.1	26.3	11.2	15.8	203.6
Zone 8	155.5	34.2	72.4	79.9	85.4	74.5	37.2	44.0	583.0	176.8	38.9	82.3	90.8	97.1	84.7	42.3	50.1	663.0	203.5	44.8	94.7	104.5	111.8	97.5	48.6	57.7	763.2
Zone 9	69.4	15.1	32.3	36.5	37.2	33.0	15.8	19.3	258.5	78.8	17.1	36.6	41.4	42.2	37.4	17.9	21.9	293.5	90.4	19.6	42.0	47.5	48.4	42.9	20.6	25.1	336.4
Zone 10	112.0	26.9	59.4	59.5	58.9	45.5	38.1	35.1	435.3	127.7	30.7	67.7	67.8	67.1	51.8	43.5	40.0	496.3	147.0	35.3	78.0	78.1	77.3	59.7	50.0	46.0	571.6
Zone 11	100.8	24.6	53.3	52.7	53.6	39.7	37.5	33.7	395.9	113.5	27.7	60.0	59.3	60.3	44.7	42.2	37.9	445.5	128.7	31.4	68.1	67.2	68.4	50.7	47.8	43.0	505.3
Zone 12	48.9	11.8	25.5	26.2	25.3	19.0	18.4	15.9	191.1	55.3	13.3	28.9	29.7	28.6	21.5	20.8	18.0	216.0	63.1	15.2	32.9	33.8	32.6	24.5	23.8	20.5	246.5
Zone 13	31.9	6.8	14.1	15.7	16.5	16.2	6.2	7.8	115.3	36.2	7.8	16.1	17.8	18.7	18.5	7.0	8.9	131.0	41.7	8.9	18.5	20.5	21.6	21.2	8.1	10.2	150.8
Zone 14	49.3	11.4	25.4	24.6	26.0	20.3	16.0	15.3	188.4	55.6	12.9	28.7	27.8	29.3	22.9	18.0	17.2	212.3	63.2	14.6	32.6	31.6	33.3	26.0	20.5	19.6	241.4
Zone 15	28.9	6.6	13.9	15.7	16.1	14.0	7.7	8.9	111.8	32.6	7.4	15.7	17.6	18.1	15.8	8.7	10.0	125.8	37.2	8.5	17.9	20.1	20.7	18.0	9.9	11.4	143.5
TOTAL	1,308	300.5	645.4	680.6	715.4	605.4	351.9	386.2	4,993	1,497	343.9	738.6	779.1	819.0	693.4	402.3	441.9	5,715	1,731	397.5	853.7	901	947	802	464.6	510.7	6,607

ZONE	GROWTH	
	2020-25	2020-30
Zone 1	104.54	227.62
Zone 2	86.20	188.90
Zone 3	93.19	203.01
Zone 4	69.15	150.72
Zone 5	13.19	28.88
Zone 6	56.19	125.50
Zone 7	23.30	51.88
Zone 8	85.71	188.77
Zone 9	37.56	81.69
Zone 10	65.25	142.70
Zone 11	53.35	115.00
Zone 12	26.74	58.07
Zone 13	16.84	37.23
Zone 14	25.78	55.69
Zone 15	15.10	33.32
TOTAL	772.10	1,688.98

notes:

Total comparison expenditure calculated by multiplying the population (Updated Table 6) by the expenditure per person (Updated Table 6) in each zone for each category of comparison words

2016 Prices

**WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE**

UPDATED TABLE 9: SHOPPING EXPENDITURE RETENTION (CLOTHES/SHOES)

DESTINATION	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	ZONE 14	ZONE 15	STUDY AREA	
	Clothing & Footwear £m																
INSIDE STUDY AREA																	
CHESHIRE EAST																	
Zone 1																	
Macclesfield																	
Macclesfield Town Centre	32.59	0.00	3.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	35.85
B&Q, Statham Street, Macclesfield, 17 Buckley Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Cumberland Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Hibel Road, Macclesfield	0.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.96
Statham Street (Retail Park), Statham Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Out-of-Centre</i>																	
Wickes, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silk Retail Park, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hulley Road Retail Area, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lyme Green Retail Park, Macclesfield	9.59	0.00	2.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.56
Subtotal Macclesfield	43.14	0.00	6.23	0.00	49.37												
Bollington																	
Bollington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Bollington	0.00	0.00															
Disley																	
Disley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Disley	0.00	0.00															
Handforth																	
Handforth District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Handforth	0.00	0.00															
Poynton																	
Poynton	1.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.06
Subtotal Poynton	1.06	0.00	1.06														
Prestbury																	
Prestbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Prestbury	0.00	0.00															
Wilmslow																	
Wilmslow Town Centre	6.20	0.61	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.38
Subtotal Wilmslow	6.20	0.61	0.56	0.00	7.38												
Alderley Edge																	
Alderley Edge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Alderley Edge	0.00	0.00															
Other Zone 1																	
Chelford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dean Retail	0.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.96
Tesco Extra, Kiln Croft Lane, Handforth, Wilmslow	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Coppice Way, Handforth	5.34	0.61	0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.78
Handforth Dean Retail Park, Handforth	20.35	8.26	2.87	0.58	0.00	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	32.60
Subtotal Zone 1	77.06	9.48	10.49	0.58	0.00	0.00	0.00	0.00	0.53	0.00	98.14						
Zone 2																	
Knutsford																	
Knutsford Town Centre	0.96	4.18	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.68
Subtotal Knutsford	0.96	4.18	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	5.68						
Mobberley																	
Mobberley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Mobberley	0.00	0.00															
Other Zone 2																	
High Legh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 2	0.96	4.18	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	5.68						
Zone 3																	
Alsager																	
Alsager Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Alsager	0.00	0.00															
Congleton																	
Congleton Town Centre	0.00	0.95	5.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.50
<i>Out-of-Centre</i>	0.00	0.00	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67
Subtotal Congleton	0.00	0.95	6.21	0.00	7.17												
Middlewich																	
Middlewich Town Centre	0.00	0.00	1.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.49
Subtotal Middlewich	0.00	0.00	1.49	0.00	1.49												
Sandbach																	
Sandbach Town Centre	0.00	0.61	4.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.62
Subtotal Sandbach	0.00	0.61	4.01	0.00	4.62												
Holmes Chapel																	
Holmes Chapel Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Holmes Chapel	0.00	0.00															
Other Zone 3																	
Buglawton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Goostrey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 3	0.00	1.56	11.72	0.00	13.28												
Zone 4																	
Crewe																	
Crewe Town Centre	0.00	1.48	17.65	33.52	0.23	2.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	55.01
Grand Junction Retail Park, Crewe, Grand Junction Way, Crewe	0.00	0.00	9.95	16.71	0.00	0											

Continued from previous page

Zone 6															
Winsford															
Winsford Town Centre	0.00	0.33	2.97	0.00	0.00	1.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.11
Asda, Dene Drive / The Drummer, Winsford	0.00	0.00	0.38	0.00	0.00	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.90
Out-of-Centre															
Morrisons, Nik Lane, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Nat Lane Retail Park, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wharton Retail Park, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Winsford	0.00	0.33	3.35	0.00	0.00	3.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.02
Frodsham															
Frodsham Town Centre	0.00	0.00	0.00	0.00	0.00	1.35	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	1.99
Subtotal Frodsham	0.00	0.00	0.00	0.00	0.00	1.35	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	1.99
Other Zone 6															
Delamere	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Chester Road, Helsby	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46
Helsby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.20
Weaverham	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29
Tarporley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eaton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartford	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62
Kelsall	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandflwy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Okells Garden Centre, Burton Road, Duddon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Budworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weaver Vale Garden Centre, Winnington Avenue, Winnington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wyevale Garden Centre, Tarporley Road, Cotebrook	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 6	0.00	0.53	3.35	0.00	0.00	5.16	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.20	10.68
Zone 7															
Chester															
Chester City Centre	0.64	0.48	0.00	0.00	1.82	4.01	8.44	4.44	1.38	1.18	1.90	0.75	5.47	5.02	40.56
Out-of-Centre															
Caldy Valley Retail Park, Great Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Caldly Valley Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Liverpool Road, Chester	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24
Waitrose, Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Greyhound Retail Park, Greyhound Park Road, Sealand, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
B&Q, Sealand Road, Chester, Sealand Road, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
Chester Retail Park, Sealand, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
Stadium Way, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
Deva Retail Centre, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
Sealand Industrial Estate, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
Westminster Park, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
Subtotal Chester	0.64	0.48	0.00	0.00	1.82	4.01	8.44	4.44	1.38	1.18	1.90	0.75	5.47	5.02	41.00
Other Zone 7															
Upton	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24
Hoole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Great Boughton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Park, Upton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vicars Cross	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 7	0.64	0.48	0.00	0.00	1.82	4.01	8.91	4.44	1.38	1.18	1.90	0.75	5.47	5.02	41.04
Zone 8															
Ellesmere Port															
Ellesmere Port Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	7.95	0.00	0.00	0.00	0.00	0.16	0.20	0.17	8.47
Asda, Wellington Road / Grange Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	1.13	0.00	1.81	0.00	0.00	0.00	0.00	0.00	0.00	2.94
B&Q, Station Road, Ellesmere Port, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westminster Retail Park, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre															
Sainsbury's, Kinsey Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Junction 8 Business Centre, Rossfield Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Chester Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	1.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09
Great Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Overpool, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Ellesmere Port	0.00	0.00	0.00	0.00	0.00	1.13	0.00	11.22	0.00	0.00	0.00	0.16	0.20	0.17	12.68
Neston															
Neston Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Subtotal Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Other Zone 8															
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.39	0.28	3.49	0.00	0.00	0.00	0.16	0.00	0.49	4.81
The Coliseum, Coliseum Way, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Clayhill Light Industrial Park, Buildwas Road, Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gordale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gordale Garden and Home Centre, Chester High Road, Burton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Willaston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 8	0.00	0.00	0.00	0.00	0.00	1.53	0.28	15.47	0.00	0.00	0.00	0.16	0.20	0.67	18.45
Zone 13															
Chester															
Out-of-Centre															
Greyhound Retail Park, Greyhound Park Road, Sealand, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.20
B&Q, Sealand Road, Chester, Sealand Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Chester Retail Park, Sealand, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stadium Way, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deva Retail Centre, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sealand Industrial Estate, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westminster Park, Chester	0.00	0.													

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 12: SHOPPING PATTERNS (SMALL HOUSEHOLD GOODS)

DESTINATION	ZONE 1 Small Household %	ZONE 2 Small Household %	ZONE 3 Small Household %	ZONE 4 Small Household %	ZONE 5 Small Household %	ZONE 6 Small Household %	ZONE 7 Small Household %	ZONE 8 Small Household %	ZONE 9 Small Household %	ZONE 10 Small Household %	ZONE 11 Small Household %	ZONE 12 Small Household %	ZONE 13 Small Household %	ZONE 14 Small Household %	ZONE 15 Small Household %	STUDY AREA TOTAL Small Household %	
INSIDE STUDY AREA																	
CHESHIRE EAST																	
Zone 1																	
Macclesfield																	
Macclesfield Town Centre	29.41	1.71	3.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.16
B&Q, Statham Street, Macclesfield, 17 Buckley Street, Macclesfield	1.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29
Sainsbury's, Cumberland Street, Macclesfield	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Tesco Superstore, Hibel Road, Macclesfield	1.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Statham Street (Retail Park), Statham Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silk Retail Park, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hulley Road Retail Area, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lyme Green Retail Park, Macclesfield	3.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49
Subtotal Macclesfield	36.55	1.71	3.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.06						
Bollington																	
Bollington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Bollington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Disley																	
Disley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Disley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Handforth																	
Handforth District Centre	2.20	2.24	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.59
Subtotal Handforth	2.20	2.24	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.59						
Poynton																	
Poynton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Poynton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Prestbury																	
Prestbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Prestbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Wilmslow																	
Wilmslow Town Centre	0.78	1.42	0.00	0.00	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29
Subtotal Wilmslow	0.78	1.42	0.00	0.00	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29
Alderley Edge																	
Alderley Edge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Alderley Edge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Other Zone 1																	
Chelford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dean Row	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Kin Croft Lane, Handforth, Wilmslow	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Coppice Way, Handforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Handforth Dean Retail Park, Handforth	2.03	0.00	0.71	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Subtotal Zone 1	41.56	5.37	4.68	0.00	0.00	1.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.32
Zone 2																	
Knutsford																	
Knutsford Town Centre	0.00	6.01	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65
Subtotal Knutsford	0.00	6.01	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65						
Mobberley																	
Mobberley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Mobberley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Other Zone 2																	
High Legh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 2	0.00	6.01	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65						
Zone 3																	
Alsager																	
Alsager Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Alsager	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Congleton																	
Congleton Town Centre	0.00	0.00	2.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25
Out-of-Centre	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Congleton Retail Park, Congleton	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Subtotal Congleton	0.00	0.00	2.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31						
Middlewich																	
Middlewich Town Centre	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Subtotal Middlewich	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08						
Sandbach																	
Sandbach Town Centre	0.00	0.00	9.15	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.04
Subtotal Sandbach	0.00	0.00	9.15	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.04
Holmes Chapel																	
Holmes Chapel Village Centre	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Subtotal Holmes Chapel	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07								
Other Zone 3																	
Buglawton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cootney	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Subtotal Zone 3	1.32	0.00	12.79	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.60
Zone 4																	
Crewe																	
Crewe Town Centre	0.00	2.82	18.84	46.49	9.17	3.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.63
Grand Junction Retail Park, Crewe, Grand Junction Way, Crewe	0.00	0.00	1.20	11.82	0												

Continued from previous page

Zone 6																
Winsford																
Winsford Town Centre	0.00	0.00	3.04	0.00	0.00	3.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56
Asda, Dene Drive / The Drummer, Winsford	0.00	0.00	0.00	0.00	0.00	3.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24
Out-Of-Centre																
Morrison's, Nat Lane, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Nat Lane Retail Park, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Retail Park, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Winsford	0.00	0.00	3.04	0.00	0.00	7.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60
Frodsham																
Frodsham Town Centre	0.00	0.00	0.00	0.00	0.00	1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Subtotal Frodsham	0.00	0.00	0.00	0.00	0.00	1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Other Zone 6																
Delamere	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teisco Superstore, Chester Road, Helsby	0.00	0.00	0.00	0.00	0.00	1.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Hesby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weaverham	0.00	0.00	0.00	0.00	0.00	2.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Tarpoley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Easton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bramton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelsall	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandilley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Okeills Garden Centre, Burton Road, Duddon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Budworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weaver Vale Garden Centre, Warrington Avenue, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weavale Garden Centre, Tarpoley Road, Cotebrook	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 6	0.00	0.00	3.04	0.00	0.00	12.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09
Zone 7																
Chester																
Chester City Centre	0.00	2.24	0.60	2.50	23.10	17.72	36.13	5.93	2.04	11.60	17.45	10.77	37.35	26.76	34.09	9.45
Out-Of-Centre																
Cash Valley Retail Park, Great Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.47
Sainsbury's, Caldley Valley Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrison's, Liverpool Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	2.42	0.00	0.00	0.00	0.00	0.00	1.32	0.00	0.00	0.12
Waitrose, Boughton, Chester	0.00	0.00	0.00	0.00	0.00	1.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Greyhound Retail Park, Greyhound Park Road, Sealand, Chester (Zone 13)	0.00	1.88	0.71	1.39	3.29	38.06	10.44	2.04	1.27	6.21	3.30	31.87	29.70	25.98	6.44	
B&Q, Sealand Road, Chester, Sealand Road, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Chester Retail Park, Sealand, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	2.63	0.00	1.24	0.00	1.71	0.00	1.32	3.06	2.49	0.64	0.64
Stadium Way, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	1.21	0.00	0.00	0.00	0.00	0.00	0.00	1.06	0.00	0.08
Deva Retail Centre, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sealand Industrial Estate, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westminster Park, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Chester	0.00	4.12	1.31	3.58	24.49	24.95	77.83	17.61	2.04	12.87	25.37	14.07	71.87	60.58	72.04	16.95
Other Zone 7																
Upton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hoole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Great Boughton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Park, Upton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vicars Cross	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 7	0.00	2.24	0.60	2.50	23.10	19.03	38.55	5.93	2.04	11.60	17.45	10.77	38.67	26.76	43.56	9.80
Zone 8																
Ellesmere Port																
Ellesmere Port Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.28	1.66	0.00	0.00	0.00	8.77	0.00	2.49	3.08
Asda, Wellington Road / Grange Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
B&Q, Station Road, Ellesmere Port, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	1.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Westminster Retail Park, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Out-Of-Centre																
Sainsbury's, Kinsey Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	1.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Junction 8 Business Centre, Rossfield Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrison's, Chester Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Great Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Overpool, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	2.42	23.95	1.66	0.00	0.00	0.00	8.77	0.00	2.49	3.65
Neston																
Neston Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Subtotal Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Other Zone 8																
Cheshire Oaks Designer Outlet, Ellesmere Port	1.08	2.36	0.86	0.00	1.64	1.98	3.33	14.52	0.00	1.27	1.71	1.95	1.57	1.25	13.97	3.29
The Coliseum, Coliseum Way, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Clayhill Light Industrial Park, Buildwas Road, Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gordale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gordale Garden and Home Centre, Chester High Road, Burton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Willastor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 8	1.08	2.36	0.86	0.00	1.64	1.98	5.75	40.16	1.66	1.27	1.71	1.95	10.34	1.25	16.46	7.17
Zone 13																
Chester																
Out-Of-Centre																
Greyhound Retail Park, Greyhound Park Road, Sealand, Chester	0.00	1.88	0.71	1.39	3.29	38.06	10.44	2.04	1.27	6.21	3.30	31.87	29.70	25.98	6.44	
B&Q, Sealand Road, Chester, Sealand Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Chester Retail Park, Sealand, Chester	0.00	0.00	0.00	0.00	0.00	2.63	0.00	1.24	0.00	1.71	0.00	1.32	3.06	2.49	0.64	0.64

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 13: SHOPPING EXPENDITURE RETENTION (SMALL HOUSEHOLD GOODS)

DESTINATION	ZONE 1 Small Household £m	ZONE 2 Small Household £m	ZONE 3 Small Household £m	ZONE 4 Small Household £m	ZONE 5 Small Household £m	ZONE 6 Small Household £m	ZONE 7 Small Household £m	ZONE 8 Small Household £m	ZONE 9 Small Household £m	ZONE 10 Small Household £m	ZONE 11 Small Household £m	ZONE 12 Small Household £m	ZONE 13 Small Household £m	ZONE 14 Small Household £m	ZONE 15 Small Household £m	STUDY AREA TOTAL Small Household £m	
INSIDE STUDY AREA																	
CHESHIRE EAST																	
Zone 1																	
Macclesfield																	
Macclesfield Town Centre	25.12	1.16	2.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28.37
B&Q, Statham Street, Macclesfield, 17 Buckley Street, Macclesfield	1.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.33
Sainsbury's, Cumberland Street, Macclesfield	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46
Tesco Superstore, Hibel Road, Macclesfield	0.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.92
Statham Street (Retail Park), Statham Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silk Retail Park, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hulley Road Retail Area, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lyme Green Retail Park, Macclesfield	3.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.38
Subtotal Macclesfield	31.22	1.16	2.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	34.47						
Bollington																	
Bollington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Bollington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Disley																	
Disley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Disley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Handforth																	
Handforth District Centre	1.88	1.52	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.98
Subtotal Handforth	1.88	1.52	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.98						
Poynton																	
Poynton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Poynton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Prestbury																	
Prestbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Prestbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Wilmslow																	
Wilmslow Town Centre	0.67	0.96	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.03
Subtotal Wilmslow	0.67	0.96	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.03
Alderley Edge																	
Alderley Edge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Alderley Edge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Other Zone 1																	
Chelford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dean Row	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Kin Croft Lane, Handforth, Wilmslow	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Coppice Way, Handforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Handforth Dean Retail Park, Handforth	1.73	0.00	0.48	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.61
Subtotal Zone 1	35.50	3.64	3.14	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	43.08
Zone 2																	
Knutsford																	
Knutsford Town Centre	0.00	4.08	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.48
Subtotal Knutsford	0.00	4.08	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.48						
Mobberley																	
Mobberley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Mobberley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Other Zone 2																	
High Legh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 2	0.00	4.08	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.48						
Zone 3																	
Alsager																	
Alsager Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Alsager	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
Congleton																	
Congleton Town Centre	0.00	0.00	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57
Out-of-Centre	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40
Congleton Retail Park, Congleton	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40
Subtotal Congleton	0.00	0.00	1.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.97						
Middlewich																	
Middlewich Town Centre	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48
Subtotal Middlewich	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48						
Sandbach																	
Sandbach Town Centre	0.00	0.00	6.15	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.55
Subtotal Sandbach	0.00	0.00	6.15	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.55
Holmes Chapel																	
Holmes Chapel Village Centre	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46
Subtotal Holmes Chapel	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46								
Other Zone 3																	
Buglawton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cootney	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67
Subtotal Zone 3	1.13	0.00	8.59	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.12
Zone 4																	
Crewe																	
Crewe Town Centre	0.00	1.91	12.67	24.64	1.05	1.54	0.00</										

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Zone 6																
Winsford																
Winsford Town Centre	0.00	2.02	13.95	0.00	0.00	7.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.94	
Asda, Deane Drive / The Drumber, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
<i>Out-of-Centre</i>																
Morrison's, Nat Lane, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Nat Lane Retail Park, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Wharton Retail Park, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Subtotal Winsford	0.00	2.02	13.95	0.00	0.00	7.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.94	
Frodsam																
Frodsam Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Subtotal Frodsam	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Other Zone 6																
Delamere	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Tesco Superstore, Chester Road, Helsby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Helsby	0.00	0.00	0.00	0.00	0.00	1.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	
Weaverham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Tarporley	0.00	0.00	0.00	0.00	2.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	
Eston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Barrton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Hartford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Kessal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Sandway	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Kingsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Cheski Garden Centre, Burton Road, Duddon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Little Bowdith	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Weaver Vale Garden Centre, Winnington Avenue, Winnington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Wyveale Garden Centre, Tarporley Road, Cotebrook	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Subtotal Zone 6	0.00	2.02	13.95	0.00	2.52	9.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.06	
Zone 7																
Chester																
Chester City Centre	0.00	0.00	0.87	3.26	25.72	18.47	47.68	9.98	0.00	3.92	1.74	3.95	56.42	39.66	46.79	10.15
<i>Out-of-Centre</i>																
Caldy Valley Retail Park, Great Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.62	0.11
Sainsbury's, Caldley Valley Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrison's, Liverpool Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Walbrose, Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Greyhound Retail Park, Greyhound Park Road, Sealand, Chester (Zone 13)	0.00	0.00	0.00	0.00	5.53	36.76	2.08	0.00	11.33	11.13	4.35	24.21	24.43	15.51	7.15	
B&Q, Sealand Road, Chester, Sealand Road, Chester (Zone 13)	0.00	0.00	0.00	0.00	4.03	0.00	2.61	0.00	18.31	0.00	0.00	13.94	0.00	2.29	3.68	
Stadium Way, Chester (Zone 13)	0.00	0.00	2.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Deva Retail Centre, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Sealand Industrial Estate, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Westminster Park, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Subtotal Chester	0.00	0.00	3.37	3.26	25.72	28.03	84.44	14.67	0.00	33.56	12.87	8.30	94.56	65.65	71.21	21.42
Other Zone 7																
Upton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hoole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.31	0.06
Upton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Great Boughton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Park, Upton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vicars Cross	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 7	0.00	0.00	0.87	3.26	25.72	18.47	47.68	9.98	0.00	3.92	1.74	3.95	56.42	39.66	56.72	10.32
Zone 8																
Ellesmere Port																
Ellesmere Port Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.76	0.00	0.00	0.00	0.00	0.00	0.00	9.31	3.07
Asda, Wellington Road / Grange Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Station Road, Ellesmere Port, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westminster Retail Park, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	2.29	0.15
<i>Out-of-Centre</i>																
Sainsbury's, Kinsey Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Junction 5 Business Centre, Roofield Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrison's, Chester Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Great Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.58	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00
Overspool, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	1.58	22.61	0.00	0.00	0.00	0.00	0.00	0.00	11.60	3.28
Neston																
Neston Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Subtotal Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Other Zone 8																
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	9.11	8.68	11.21	0.00	4.12	0.00	3.68	1.91	8.07	8.90	3.67
The Coliseum, Coliseum Way, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
Clayhill Light Industrial Park, Bullwades Road, Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gordale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gordale Garden and Home Centre, Chester High Road, Burton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Willaston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 8	0.00	0.00	0.00	0.00	0.00	9.11	10.26	37.34	0.00	4.12	0.00	3.68	1.91	8.07	28.49	7.42

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Zone 3														
Biddulph	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Wharf Road, Biddulph	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hiddrove	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Freepost, Talke, nr Stoke-on-Trent	0.00	0.00	4.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45
Janage Road Industrial Estate, Talke Pits	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 3	0.00	0.00	5.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54
Zone 5														
Whitchurch	0.00	0.00	0.00	0.00	33.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Sainsbury's, London Road, Whitchurch	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ltd, Bridgewater Street, Whitchurch	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 5	0.00	0.00	0.00	0.00	33.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Zone 8														
Croft Business Park, Bromborough	0.00	0.00	0.00	0.00	0.00	0.00	25.45	0.00	0.00	0.00	0.00	1.91	0.00	3.46
Bromborough	0.00	0.00	0.00	0.00	0.00	0.00	2.61	0.00	0.00	0.00	0.00	0.00	0.00	0.35
South Wirral Retail Park, Bromborough	0.00	0.00	0.00	0.00	0.00	0.00	4.00	0.00	0.00	0.00	0.00	3.53	0.00	0.79
Adda, Welton Road, Croft Business Park, Bromborough	0.00	0.00	0.00	0.00	0.00	0.00	1.04	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Eastham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Heswall	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, Telegraph Road, Heswall	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Belington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rock Ferry	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.10
New Ferry	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Tesco Express, Eastham Rake, Wirral	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Irby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	36.18	0.00	0.00	0.00	0.00	1.91	3.53	5.06
Zone 9														
Runcorn Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	32.86	0.00	0.00	0.00	0.00	0.00	0.00	1.23
Trident Park Retail and Leisure Park, Halton Lea, Runcorn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lynn Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Halton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	32.86	0.00	0.00	0.00	0.00	0.00	0.00	1.23
Zone 10														
Wrexham Town Centre	0.00	0.00	0.00	5.94	0.00	0.00	0.00	0.00	35.89	0.00	14.16	0.00	0.00	6.06
Plas Coch Retail Park, Wrexham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.63	0.00	0.00	0.00	0.00	0.67
Tesco Extra, Crescent Road, Wrexham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.51	0.00	0.00	0.00	0.00	1.09
Central Retail Park, Wrexham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eagles Meadow Shopping Centre, Wrexham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Border Retail Park, Wrexham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Chirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Llangollen Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gresford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.64	0.00	0.00	0.00	0.00	0.24
Gobowen	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gwersyllt	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Caerwiler	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Llŷly	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rushton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Overton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rhosyllen	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hest	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 10	0.00	0.00	0.00	5.94	0.00	0.00	0.00	0.00	49.57	0.00	14.16	0.00	0.00	8.06
Zone 11														
Widj	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Prestatyn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.32	2.17	0.00	0.00	0.74
Marks & Spencer, Prestatyn Shopping Centre, Prestatyn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deeside	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Flint	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.74	0.00	0.00	0.00	0.17
Flintshire Retail Park, Flint	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ruffin	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.74	0.00	0.00	0.00	0.17
Helwyl	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Buckley	1.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
St Asaph	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Glenant	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Greenfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jacksons Boutique Garden Centre, Marian, Rhyl	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mynydd Isa	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 11	1.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.06	3.68	0.00	0.00	1.28
Zone 12														
Rhyl	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27.62	17.51	0.00	0.00	3.69
Clwyd Retail Park, Rhyl	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.55	0.00	0.00	0.26
Colwyn Bay	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.87	0.00	0.00	0.51
Kimley Bay	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Conwy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.51	0.00	0.00	0.09
Abergele	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.17	0.00	0.00	0.12
St Asaph	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Three Mill Shopping Outlet, Llanerch Park, St. Asaph	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rhuddlan	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Llanwrst	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27.62	34.61	0.00	0.00	4.67
Zone 13														
Saltnay	0.00	0.00	0.00	3.64	0.00	1.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.29
Subtotal Zone 13	0.00	0.00	0.00	3.64	0.00	1.58	0.00	0.00	0.0					

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 16: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	ZONE 14	ZONE 15	STUDY AREA	
	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
INSIDE STUDY AREA																	
CHESHIRE EAST																	
Zone 1																	
Macclesfield																	
Macclesfield Town Centre	37.38	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.37
B&Q, Statham Street, Macclesfield, 17 Buckley Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Cumberland Street, Macclesfield	2.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26
Tesco Superstore, Hibel Road, Macclesfield	1.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Statham Street (Retail Park), Statham Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Out-of-Centre</i>																	
Wickes, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silk Retail Park, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hulley Road Retail Area, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lyme Green Retail Park, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Macclesfield	41.34	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.73
Bollington																	
Bollington	4.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54
Subtotal Bollington	4.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54
Disley																	
Disley	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Subtotal Disley	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Handforth																	
Handforth District Centre	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Subtotal Handforth	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Poynton																	
Poynton	8.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91
Subtotal Poynton	8.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91
Prestbury																	
Prestbury	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Subtotal Prestbury	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Wilmslow																	
Wilmslow Town Centre	8.99	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12
Subtotal Wilmslow	8.99	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.00	1.12						
Alderley Edge																	
Alderley Edge	4.50	0.49	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60
Subtotal Alderley Edge	4.50	0.49	0.00	0.53	0.00	0.60											
Other Zone 1																	
Chelford	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Dean Retail	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Kiln Croft Lane, Handforth, Wilmslow	0.40	0.42	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Marks & Spencer, Coppice Way, Handforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Handforth Dean Retail Park, Handforth	1.52	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Subtotal Zone 1	72.02	2.59	0.00	0.53	0.00	0.56	0.00	0.00	0.88	0.00	8.52						
Zone 2																	
Knutsford																	
Knutsford Town Centre	0.75	23.75	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.21
Subtotal Knutsford	0.75	23.75	0.00	0.00	0.00	0.56	0.00	2.21									
Mobberley																	
Mobberley	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Subtotal Mobberley	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Other Zone 2																	
High Legh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 2	0.75	24.66	0.00	0.00	0.00	0.56	0.00	2.29									
Zone 3																	
Alsager																	
Alsager Town Centre	0.00	0.00	6.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62
Subtotal Alsager	0.00	0.00	6.16	0.00	0.62												
Congleton																	
Congleton Town Centre	0.00	0.00	21.04	0.53	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.19
<i>Out-of-Centre</i>	0.40	0.00	2.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25
Subtotal Congleton	0.40	0.00	23.13	0.53	0.00	0.00	0.77	0.00	2.44								
Middlewich																	
Middlewich Town Centre	0.00	0.00	11.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.17
Subtotal Middlewich	0.00	0.00	11.59	0.00	1.17												
Sandbach																	
Sandbach Town Centre	0.00	0.00	13.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.35
Subtotal Sandbach	0.00	0.00	13.34	0.00	1.35												
Holmes Chapel																	
Holmes Chapel Village Centre	0.34	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Subtotal Holmes Chapel	0.34	0.00	1.05	0.00	0.15												
Other Zone 3																	
Buglawton	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Goostrey	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Subtotal Zone 3	0.74	0.00	56.17	0.53	0.00	0.00	0.77	0.00	5.81								
Zone 4																	
Crewe																	
Crewe Town Centre	0.00	0.60	7.23	38.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.92
Grand Junction Retail Park, Crewe, Grand Junction Way, Crewe	0.00	0.00	0.53	12.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.06
Morrison's, Dunwoody Way, Crewe	0.00	0.00	0.00														

**WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE**

UPDATED TABLE 17: SHOPPING EXPENDITURE RETENTION (CHEMIST GOODS)

DESTINATION	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	ZONE 14	ZONE 15	STUDY AREA	
	Chemist £m																
INSIDE STUDY AREA																	
CHESHIRE EAST																	
Zone 1																	
Macclesfield																	
Macclesfield Town Centre	35.66	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	36.16
B&Q, Statham Street, Macclesfield, 17 Buckley Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Cumberland Street, Macclesfield	2.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.22
Tesco Superstore, Hibel Road, Macclesfield	1.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.66
Statham Street (Retail Park), Statham Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Out-of-Centre</i>																	
Wickes, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silk Retail Park, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hulley Road Retail Area, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lyme Green Retail Park, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Macclesfield	39.54	0.50	0.00	40.04													
Bollington																	
Bollington	4.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.54
Subtotal Bollington	4.54	0.00	4.54														
Disley																	
Disley	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66
Subtotal Disley	0.66	0.00	0.66														
Handforth																	
Handforth District Centre	0.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90
Subtotal Handforth	0.90	0.00	0.90														
Poynton																	
Poynton	7.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.71
Subtotal Poynton	7.71	0.00	7.71														
Prestbury																	
Prestbury	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48
Subtotal Prestbury	0.48	0.00	0.48														
Wilmslow																	
Wilmslow Town Centre	8.60	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.38
Subtotal Wilmslow	8.60	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	9.38						
Alderley Edge																	
Alderley Edge	4.30	0.37	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.99
Subtotal Alderley Edge	4.30	0.37	0.00	0.31	0.00	4.99											
Other Zone 1																	
Chelford	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33
Dean Retail	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Kiln Croft Lane, Handforth, Wilmslow	0.38	0.32	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99
Marks & Spencer, Coppice Way, Handforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Handforth Dean Retail Park, Handforth	1.45	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.77
Subtotal Zone 1	68.89	1.97	0.00	0.31	0.00	0.29	0.00	0.00	0.33	0.00	71.79						
Zone 2																	
Knutsford																	
Knutsford Town Centre	0.72	18.04	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.04
Subtotal Knutsford	0.72	18.04	0.00	0.00	0.00	0.29	0.00	19.04									
Mobberley																	
Mobberley	0.00	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69
Subtotal Mobberley	0.00	0.69	0.00	0.69													
Other Zone 2																	
High Legh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 2	0.72	18.73	0.00	0.00	0.00	0.29	0.00	19.73									
Zone 3																	
Alsager																	
Alsager Town Centre	0.00	0.00	4.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.87
Subtotal Alsager	0.00	0.00	4.87	0.00	4.87												
Congleton																	
Congleton Town Centre	0.00	0.00	16.64	0.31	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17.13
<i>Out-of-Centre</i>																	
Congleton Retail Park, Congleton	0.38	0.00	1.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.03
Subtotal Congleton	0.38	0.00	18.29	0.31	0.00	0.00	0.18	0.00	19.17								
Middlewich																	
Middlewich Town Centre	0.00	0.00	9.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.17
Subtotal Middlewich	0.00	0.00	9.17	0.00	9.17												
Sandbach																	
Sandbach Town Centre	0.00	0.00	10.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.55
Subtotal Sandbach	0.00	0.00	10.55	0.00	10.55												
Holmes Chapel																	
Holmes Chapel Village Centre	0.33	0.00	0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.16
Subtotal Holmes Chapel	0.33	0.00	0.83	0.00	1.16												
Other Zone 3																	
Buglawton	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42
Goostrey	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29
Subtotal Zone 3	0.71	0.00	44.42	0.31	0.00	0.00	0.18	0.00	45.63								
Zone 4																	
Crewe																	
Crewe Town Centre	0.00	0.46	5.71	22.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28.84
Grand Junction Retail Park, Crewe, Grand Junction Way, Crewe	0.00	0.00	0.42	7.27	0.00	0.00	0.00	0.									

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 18: SHOPPING PATTERNS (ELECTRICAL GOODS)

DESTINATION	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	ZONE 14	ZONE 15	STUDY AREA	
	Electrical %																
INSIDE STUDY AREA																	
CHESHIRE EAST																	
Zone 1																	
Macclesfield																	
Macclesfield Town Centre	12.72	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.66
B&Q, Statham Street, Macclesfield, 17 Buckley Street, Macclesfield	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Sainsbury's, Cumberland Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Hibel Road, Macclesfield	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Statham Street (Retail Park), Statham Street, Macclesfield	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Cut-of-Centre																	
Wickes, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silk Retail Park, Hulley Road, Macclesfield	2.62	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40
Hulley Road Retail Area, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lyme Green Retail Park, Macclesfield	29.52	0.00	4.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.08
Subtotal Macclesfield	46.33	0.00	5.56	0.00	6.32												
Bollington																	
Bollington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Bollington	0.00	0.00															
Disley																	
Disley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Disley	0.00	0.00															
Handforth																	
Handforth District Centre	2.00	2.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45
Subtotal Handforth	2.00	2.23	0.00	0.45													
Poynton																	
Poynton	0.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Subtotal Poynton	0.98	0.00	0.12														
Prestbury																	
Prestbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Prestbury	0.00	0.00															
Wilmslow																	
Wilmslow Town Centre	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Subtotal Wilmslow	0.49	0.00	0.06														
Alderley Edge																	
Alderley Edge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Alderley Edge	0.00	0.00															
Other Zone 1																	
Chelford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dean Retail	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Kiln Croft Lane, Handforth, Wilmslow	1.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19
Marks & Spencer, Coppice Way, Handforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Handforth Dean Retail Park, Handforth	1.42	0.65	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30
Subtotal Zone 1	52.72	2.88	6.24	0.00	7.44												
Zone 2																	
Knutsford																	
Knutsford Town Centre	0.49	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Subtotal Knutsford	0.49	0.65	0.00	0.12													
Mobberley																	
Mobberley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Mobberley	0.00	0.00															
Other Zone 2																	
High Leigh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 2	0.49	0.65	0.00	0.12													
Zone 3																	
Alsager																	
Alsager Town Centre	0.00	0.65	1.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18
Subtotal Alsager	0.00	0.65	1.35	0.00	0.18												
Congleton																	
Congleton Town Centre	0.00	0.00	2.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24
Subtotal Congleton	0.00	0.00	2.70	0.00	0.24												
Middlewich																	
Middlewich Town Centre	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Subtotal Middlewich	0.00	0.00	0.68	0.00	0.06												
Sandbach																	
Sandbach Town Centre	0.00	0.00	7.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65
Subtotal Sandbach	0.00	0.00	7.45	0.00	0.65												
Holmes Chapel																	
Holmes Chapel Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Holmes Chapel	0.00	0.00															
Other Zone 3																	
Buglawton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Goostrey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 3	0.00	0.65	12.18	0.00	1.13												
Zone 4																	
Crewe																	
Crewe Town Centre	0.49	0.00	6.64	28.61	0.00	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.48
Grand Junction Retail Park, Crewe, Grand Junction Way, Crewe	0.00	0.65	17.14	53.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.78
Morrison's, Dunwoody Way, Crewe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Crewe	0.49	0.65	23.78	82.10	0.00	0.88	0.00	0.00	0.00								

Continued from previous page

Zone 6															
Winsford															
Winsford Town Centre	0.00	1.25	4.20	0.44	0.00	4.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.29
Asda, Dene Drive / The Drummer, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Out-of-Centre</i>															
Morrisons, Nik Lane, Winsford	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Nat Lane Retail Park, Winsford	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Wharton Retail Park, Winsford	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31
Subtotal Winsford	0.00	1.25	4.20	0.74	0.00	5.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.38
Frodsham															
Frodsham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Frodsham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00						
Other Zone 6															
Delamere	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Chester Road, Helsby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Helsby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weaverham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tarporley	0.00	0.00	0.00	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.54
Eaton	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43
Barnton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelsall	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandilway	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Okells Garden Centre, Burton Road, Duddon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Budworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weaver Vale Garden Centre, Winnington Avenue, Winnington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wyevale Garden Centre, Tarporley Road, Cotebrook	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 6	0.00	1.25	4.20	0.74	0.00	6.73	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.00	13.35
Zone 7															
Chester															
Chester City Centre	0.00	0.00	0.56	0.00	1.82	2.33	3.81	5.04	0.86	1.78	1.54	0.69	2.41	3.72	28.92
<i>Out-of-Centre</i>															
Caldy Valley Retail Park, Great Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.26	0.00	0.00	0.00	0.18	0.00
Sainsbury's, Caldley Valley Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Liverpool Road, Chester	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.60
Waltrose, Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Greyhound Retail Park, Greyhound Park Road, Sealand, Chester (Zone 13)</i>															
B&Q, Sealand Road, Chester, Sealand Road, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.34	2.97	12.29	8.54	0.00	0.52	7.12	0.00	10.50	10.29
Chester Retail Park, Sealand, Chester (Zone 13)	0.00	0.63	0.00	0.00	0.00	2.29	0.00	3.36	0.00	0.00	1.48	0.00	1.56	0.46	0.44
Stadium Way, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deva Retail Centre, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.22
Sealand Industrial Estate, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westminster Park, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Chester	0.00	0.63	0.56	0.00	2.16	7.59	16.72	16.95	0.86	3.56	10.74	0.69	14.47	15.04	11.71
Other Zone 7															
Upton	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.72
Hoole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Great Boughton	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28
Upton Park, Upton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vicars Cross	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 7	0.00	0.00	0.56	0.00	1.82	2.33	4.66	5.47	0.86	3.05	1.54	0.69	2.41	3.91	4.68
Zone 8															
Ellesmere Port															
Ellesmere Port Town Centre	0.00	0.00	0.00	0.00	0.00	1.03	7.93	0.00	0.00	0.00	0.00	0.18	0.00	0.00	9.14
Asda, Wellington Road / Grange Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	3.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.36
B&Q, Station Road, Ellesmere Port, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43
Westminster Retail Park, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.43
<i>Out-of-Centre</i>															
Sainsbury's, Kinsey Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Junction 8 Business Centre, Rossfield Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Chester Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57
Great Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Overpool, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Ellesmere Port	0.00	0.00	0.00	0.00	0.00	1.03	12.29	0.00	0.00	0.00	0.00	0.18	0.00	0.22	13.72
Neston															
Neston Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00						
Other Zone 8															
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.79	0.41	3.62	0.00	0.00	0.00	0.18	0.00	0.00	5.00
The Coliseum, Coliseum Way, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.18
Clayhill Light Industrial Park, Buildwas Road, Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gordale	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28
Gordale Garden and Home Centre, Chester High Road, Burton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Willaston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 8	0.00	0.00	0.00	0.00	0.00	0.79	1.44	15.91	0.00	0.00	0.00	0.36	0.18	0.22	18.91
Zone 13															
Chester															
<i>Out of Centre</i>															
Greyhound Retail Park, Greyhound Park Road, Sealand, Chester	0.00	0.00	0.00	0.00	0.34	2.97	12.29	8.54	0.00	0.52	7.12	0.00	10.50	10.29	6.38
B&Q, Sealand Road, Chester, Sealand Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00
Chester Retail Park, Sealand, Chester	0.00	0.63	0.00	0.00	0.00	2.29	0.00	3.36	0.00	0.00	1.48	0.00	1.56	0.46	0.44
Stadium Way, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deva Retail Centre, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.22
Sealand Industrial Estate, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westminster Park, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Zone 13															
Blacon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lache	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 13	0.00	0.63	0.00	0.00											

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Zone 6															
Winsford															
Winsford Town Centre	0.00	0.48	1.13	0.00	0.00	5.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54
Asda, Dene Drive / The Drummer, Winsford	0.00	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
<i>Out-of-Centre</i>															
Morrison's, Nat Lane, Winsford	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Nat Lane Retail Park, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wilton Retail Park, Winsford	0.00	0.00	0.46	0.00	0.00	6.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50	
Subtotal Winsford	0.00	0.48	1.59	0.00	0.00	13.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.14
Frodsham															
Frodsham Town Centre	0.00	0.00	0.00	0.00	0.00	10.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70
Subtotal Frodsham	0.00	0.00	0.00	0.00	0.00	10.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70
Other Zone 6															
Delamere	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tecco Superstore, Chester Road, Helsby	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Hesby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weaverham	0.00	0.00	0.00	0.00	0.00	5.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Tarporley	0.00	0.00	0.00	0.00	0.00	7.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49
Edton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.76	0.08
Barnton	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Hartford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelsall	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandflwy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Okells Garden Centre, Burton Road, Duddon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.31	0.04
Little Budworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.92	0.00	0.03
Weaver Vale Garden Centre, Warrington Avenue, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50	0.04
Weyhill Garden Centre, Tarporley Road, Cotabrook	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.95	0.02
Subtotal Zone 6	0.00	0.48	1.59	0.00	0.00	39.25	0.00	0.46	0.00	0.00	0.00	0.00	0.92	0.76	3.37
Zone 7															
Chester															
Chester City Centre	0.00	0.00	0.00	0.00	0.00	1.69	5.13	0.46	0.00	0.00	0.98	0.00	7.61	1.79	7.02
<i>Out-of-Centre</i>															
Cash Valley Retail Park, Great Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.12
Sainsbury's, Caldley Valley Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrison's, Liverpool Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose, Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda Retail Park, Greyhound Park Road, Sealand, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	2.55	78.42	8.13	0.00	3.90	8.77	0.00	78.85	44.02	61.66
B&Q, Sealand Road, Chester, Sealand Road, Chester (Zone 13)	0.00	0.00	1.13	0.00	0.00	2.55	78.42	8.13	0.00	3.90	8.77	0.00	78.85	44.02	61.66
Chester Retail Park, Sealand, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	1.39	1.12	0.00	2.04	0.00	0.00	0.00	2.20	1.53
Stadium Way, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deva Retail Centre, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sealand Industrial Estate, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09	1.10	0.07
Westminster Park, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Chester	0.00	0.00	1.13	0.00	0.00	5.09	94.34	10.25	0.00	5.94	9.75	0.00	89.81	51.30	77.32
Other Zone 7															
Upton	0.00	0.00	0.00	0.00	0.00	0.00	1.18	1.20	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Hoole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Heath	0.00	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Great Boughton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Park, Upton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Vicars Cross	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 7	0.00	0.00	0.00	0.00	0.00	1.69	6.31	2.20	0.00	0.00	0.98	0.00	7.61	1.79	9.14
Zone 8															
Ellesmere Port															
Ellesmere Port Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.97	0.00	0.00	0.00	0.00	0.00	0.00	1.25
Asda, Wellington Road / Grange Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Station Road, Ellesmere Port, Station Road, Ellesmere Port	0.56	0.00	0.00	0.00	0.00	1.86	3.09	43.67	1.45	0.00	0.00	0.00	6.10	0.00	12.38
Westminster Retail Park, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Out-of-Centre</i>															
Sainsbury's, Kinsey Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Junction 8 Business Centre, Rossfield Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.25
Morrison's, Chester Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Great Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Ovepool, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Ellesmere Port	0.56	0.00	0.00	0.00	0.00	1.86	3.09	43.10	1.45	0.00	0.00	0.00	6.10	0.00	14.60
Neston															
Neston Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.39	5.79	0.00	0.00	0.00	0.00	0.00	0.00	0.64
Subtotal Neston	0.00	0.00	0.00	0.00	0.00	0.00	1.39	5.79	0.00	0.00	0.00	0.00	0.00	0.00	0.64
Other Zone 8															
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Coliseum, Coliseum Way, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Clayhill Light Industrial Park, Buildwas Road, Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gordale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00
Gordale Garden and Home Centre, Chester High Road, Burton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.92	0.00	0.07
Wiltshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09	1.10	0.07
Subtotal Zone 8	0.56	0.00	0.00	0.00	0.00	1.86	4.48	55.35	1.45	0.00	0.00	0.00	7.02	0.76	14.88
Zone 13															
Chester															
<i>Out-of-Centre</i>															
Greyhound Retail Park, Greyhound Park Road, Sealand, Chester	0.00	0.00	0.00	0.00	0.00	0.85	9.40	0.54	0.00	0.00	0.00	0.00			

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Trafford																			
Trafford Centre, Greater Manchester	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Timperley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sale	0.00	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Other, Trafford	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Subtotal Trafford	0.00	1.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Manchester																			
Manchester City Centre	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Manchester Airport, Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Manchester	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Stockport																			
Cheadle Royal Shopping Centre, Cheadle	0.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Cheadle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Wilmslow Road, Cheadle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockport Town Centre	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
The Peel Centre, Stockport	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Manchester Road Retail Park, Stockport	1.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Stanley Green Retail Park, Handforth	13.65	1.38	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.85
Sainsbury's, London Road, Hazel Grove	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
B&Q, Georges Road, Heaton Norris, Stockport	0.78	1.72	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32
Other, Stockport	2.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25
Subtotal Stockport	20.55	3.11	0.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.93
High Peak																			
Buxton	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Other, High Peak	6.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.83
Subtotal High Peak	7.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.88
Staffordshire Moorlands																			
Other, Staffordshire Moorlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Staffordshire Moorlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stoke-on-Trent																			
Festival Park Retail Park, Hanley, Stoke-on-Trent	0.00	0.00	5.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63
Hanley City Centre	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Stoke Upon Trent Town Centre	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Other, Stoke on Trent	0.00	0.00	2.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31
Subtotal Stoke-on-Trent	0.00	0.00	8.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.04
Newcastle-Under-Lyme																			
Newcastle-under-Lyme	0.00	0.00	0.00	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Wolstanton Retail Park, Wolstanton	0.00	0.00	1.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23
Other, Newcastle-under-Lyme	0.00	0.00	0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Subtotal Newcastle-Under-Lyme	0.00	0.00	1.98	1.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35
Shropshire																			
Clowesbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.30	0.00	0.00	0.00	0.00	0.00	0.00	1.19
Shrewsbury	0.00	0.00	0.00	0.00	0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Sundorne Retail Park, Arlington Way, Shrewsbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Featherbed Lane, Shrewsbury	0.00	0.00	0.00	0.00	6.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Market Drayton	0.00	0.00	0.00	0.67	2.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Wem	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Shropshire	0.00	0.00	0.00	0.00	1.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Subtotal Shropshire	0.00	0.00	0.00	0.67	10.95	0.00	0.00	0.00	0.00	0.00	0.00	10.30	0.00	0.00	0.00	0.00	0.00	0.00	1.43
Powys																			
Cefn Mawr	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Powys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Conwy																			
Llandudno	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.68	0.00	0.00	0.00	0.00	0.36
Other, Conwy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09	0.00	0.00	0.00	0.00	0.05
Subtotal Conwy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.77	0.00	0.00	0.00	0.00	0.41
Other Outside Study Area																			
Other, North East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockport Road (Retail Park), Hyde	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Crown Point North Shopping Park, Worthington Way, Denton																			

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Zone 6															
Winsford															
Winsford Town Centre	0.00	0.15	0.41	0.00	0.00	1.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.81
Asda, Dene Drive / The Drummer, Winsford	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Out-Of-Centre															
Morrison's, Nat Lane, Winsford	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Nat Lane Retail Park, Winsford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Althorpe Retail Park, Winsford	0.00	0.00	0.17	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.71
Subtotal Winsford	0.00	0.15	0.57	0.00	0.00	3.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.86
Frodsham															
Frodsham Town Centre	0.00	0.00	0.00	0.00	0.00	2.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.41
Subtotal Frodsham	0.00	0.00	0.00	0.00	0.00	2.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.41
Other Zone 6															
Delamere	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Chester Road, Helsby	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Hesby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weaverham	0.00	0.00	0.00	0.00	0.00	1.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36
Tarpoley	0.00	0.00	0.00	0.00	0.00	1.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.68
Edton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.12	0.00	0.29
Barnton	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Hartford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelsall	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandhway	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Knipsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Okells Garden Centre, Burton Road, Duddon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18
Little Budworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.06
Weaver Vale Garden Centre, Warrington Avenue, Warrington	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Weyhill Garden Centre, Tarpoley Road, Cotabrook	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 6	0.00	0.15	0.57	0.00	0.00	9.07	0.00	0.17	0.00	0.00	0.00	0.00	0.06	0.12	10.41
Zone 7															
Chester															
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.39	0.43	0.17	0.00	0.00	0.37	0.00	0.47	0.29	2.66
Out-Of-Centre															
Cash Valley Retail Park, Great Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Sainsbury's, Caldley Valley Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrison's, Liverpool Road, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose, Boughton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda Retail Park, Greyhound Park Road, Sealand, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.39	0.43	0.17	0.00	0.00	0.37	0.00	0.47	0.29	2.66
B&Q, Sealand Road, Chester, Sealand Road, Chester (Zone 13)	0.00	0.00	0.41	0.00	0.00	0.59	6.65	3.02	0.00	1.49	3.29	0.00	4.88	7.04	32.10
Chester Retail Park, Sealand, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.42	0.00	0.78	0.00	0.00	0.00	0.35	1.78
Stadium Way, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deva Retail Centre, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sealand Industrial Estate, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.18	0.24
Westminster Park, Chester (Zone 13)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Chester	0.00	0.00	0.41	0.00	0.00	1.18	8.00	3.81	0.00	2.76	3.65	0.00	5.56	8.20	39.02
Other Zone 7															
Upton	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.55
Hoole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Great Boughton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Upton Park, Upton, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Vicars Cross	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 7	0.00	0.00	0.00	0.00	0.00	0.39	0.53	0.82	0.00	0.00	0.37	0.00	0.47	0.29	3.57
Zone 8															
Ellesmere Port															
Ellesmere Port Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.85	0.00	0.00	0.00	0.00	0.00	0.00	1.85
Asda, Wellington Road / Grange Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Station Road, Ellesmere Port, Station Road, Ellesmere Port	0.24	0.00	0.00	0.00	0.00	0.43	0.26	16.23	0.23	0.00	0.00	0.00	0.38	0.00	18.72
Westminster Retail Park, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-Of-Centre															
Sainsbury's, Kinsey Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Junction 8 Business Centre, Rossfield Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.10
Morrison's, Chester Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Great Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Sutton, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Overpool, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07
Subtotal Ellesmere Port	0.24	0.00	0.00	0.00	0.00	0.43	0.26	16.25	0.23	0.00	0.00	0.00	0.38	0.00	20.93
Neston															
Neston Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.12	2.15	0.00	0.00	0.00	0.00	0.00	0.00	2.27
Subtotal Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.12	2.15	0.00	0.00	0.00	0.00	0.00	0.00	2.27
Other Zone 8															
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Coliseum, Coliseum Way, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Clayhill Light Industrial Park, Buildwas Road, Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Little Neston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gordale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.12
Gordale Garden & Home Centre, Chester High Road, Burton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.06	0.00	0.23
Willaston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 8	0.24	0.00	0.00	0.00	0.00	0.43	0.38	20.57	0.23	0.00	0.00	0.00	0.43	0.12	23.55
Zone 13															
Chester															
Out-Of-Centre															
Greyhound Retail Park, Greyhound Park Road, Sealand, Chester	0.00	0.00	0.00	0.00	0.00	0.20	0.80	0.20	0.00	0.00	0.00	0.00	0.14	0.35	2.07
B&Q, Sealand Road, Chester, Sealand Road, Chester	0.00	0.00	0.41	0.00	0.00	0.59	6.65	3.02	0.00	1.49	3.29	0.00	4.88	7.04	32.10
Chester Retail Park, Sealand, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.42	0.00	0.78	0.00	0.00	0.00	0.35	1.78
Stadium Way, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deva Retail Centre, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sealand Industrial Estate, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.18	0.24
Westminster Park, Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Zone 13															
Blacon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lache	0.00	0.00	0.41	0.00	0.00	0.00	0.79	7.56							

**WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE**

UPDATED TABLE 22: SHOPPING PATTERNS (FURNITURE GOODS)

DESTINATION	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	ZONE 14	ZONE 15	STUDY AREA
	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %	Furniture %
INSIDE STUDY AREA																
CHESHIRE EAST																
Zone 1																
Macclesfield																
Macclesfield Town Centre	39.36	4.21	3.81	1.88	0.00	0.72	0.00	0.00	2.20	0.00	0.00	0.00	0.00	0.00	0.00	5.77
B&Q, Statham Street, Macclesfield, 17 Buckley Street, Macclesfield	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Sainsbury's, Cumberland Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Hibel Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Statham Street (Retail Park), Statham Street, Macclesfield	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Out-of-Centre																
Wickes, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silk Retail Park, Hulley Road, Macclesfield	0.55	1.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Hulley Road Retail Area, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lyme Green Retail Park, Macclesfield	5.67	0.00	1.45	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.88
Subtotal Macclesfield	46.68	5.24	5.26	2.61	0.00	0.72	0.00	0.00	2.20	0.00	0.00	0.00	0.00	0.00	0.00	6.96
Bollington																
Bollington	3.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
Subtotal Bollington	3.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
Disley																
Disley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Disley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Handforth																
Handforth District Centre	1.60	2.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Subtotal Handforth	1.60	2.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Poynton																
Poynton	2.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31
Subtotal Poynton	2.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31
Prestbury																
Prestbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.35	0.00	0.00	0.00	0.06
Subtotal Prestbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.35	0.00	0.00	0.00	0.06
Wilmslow																
Wilmslow Town Centre	0.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Subtotal Wilmslow	0.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Alderley Edge																
Alderley Edge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Alderley Edge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Zone 1																
Chelford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dean Retail	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Kiln Croft Lane, Handforth, Wilmslow	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Coppice Way, Handforth	0.00	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Handforth Dean Retail Park, Handforth	1.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Subtotal Zone 1	56.02	8.54	5.26	2.61	0.00	0.72	0.00	0.00	2.20	0.00	0.00	1.35	0.00	0.00	0.00	8.43
Zone 2																
Knutsford																
Knutsford Town Centre	0.00	8.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73
Subtotal Knutsford	0.00	8.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73
Mobberley																
Mobberley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Mobberley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Zone 2																
High Legh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 2	0.00	8.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73
Zone 3																
Alsager																
Alsager Town Centre	0.00	0.00	1.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Subtotal Alsager	0.00	0.00	1.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Congleton																
Congleton Town Centre	2.15	0.00	11.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.33
Subtotal Congleton	2.15	0.00	11.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.33
Middlewich																
Middlewich Town Centre	0.00	0.00	1.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Subtotal Middlewich	0.00	0.00	1.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Sandbach																
Sandbach Town Centre	0.00	0.00	4.35	1.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55
Subtotal Sandbach	0.00	0.00	4.35	1.59	0.00	0.55										
Holmes Chapel																
Holmes Chapel Village Centre	0.55	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Subtotal Holmes Chapel	0.55	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Other Zone 3																
Buglawton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Goostrey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 3	2.70	0.72	18.61	1.59	0.00	2.29										
Zone 4																
Crewe																
Crewe Town Centre	0.00	0.00	9.66	29.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.45
Grand Junction Retail Park, Crewe, Grand Junction Way, Crewe	0.00	0.00	16.31	18.07	0.00	3.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.24	0.00	3.45
Morrison's, Dunwoody Way, Crewe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Crewe	0.00	0.00	29.84	50.68	0.00	4.70	0.00	1.24	0.00	7.64						
Nantwich																
Nantwich Town Centre	0.00	0.00	0.96	14.45	0.00	1.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.46
Subtotal Nantwich	0.00	0.00	0.96	14.45	0.00	1.44	0.00	1.46								
Audlem																
Audlem	0.00	0.00	0.00</													

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 23: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS)

DESTINATION	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	ZONE 14	ZONE 15	STUDY AREA	
	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
INSIDE STUDY AREA																	
CHESHIRE EAST																	
Zone 1																	
Macclesfield																	
Macclesfield Town Centre	19.97	1.72	1.49	0.56	0.00	0.20	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.36
B&Q, Statham Street, Macclesfield, 17 Buckley Street, Macclesfield	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28
Sainsbury's, Cumberland Street, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Hibel Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Statham Street (Retail Park), Statham Street, Macclesfield	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33
Out-of-Centre																	
Wickes, Hulley Road, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silk Retail Park, Hulley Road, Macclesfield	0.28	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70
Hulley Road Retail Area, Macclesfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lyme Green Retail Park, Macclesfield	2.88	0.00	0.57	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.67
Subtotal Macclesfield	23.75	2.14	2.05	0.78	0.00	0.20	0.00	0.00	0.42	0.00	29.34						
Bollington																	
Bollington	1.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.56
Subtotal Bollington	1.56	0.00	1.56														
Disley																	
Disley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Disley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Handforth																	
Handforth District Centre	0.81	1.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.82
Subtotal Handforth	0.81	1.01	0.00	1.82													
Poynton																	
Poynton	1.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.29
Subtotal Poynton	1.29	0.00	1.29														
Prestbury																	
Prestbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.21
Subtotal Prestbury	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.21
Wilmslow																	
Wilmslow Town Centre	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Subtotal Wilmslow	0.41	0.00	0.41														
Alderley Edge																	
Alderley Edge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Alderley Edge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Zone 1																	
Chelford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dean Retail	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Kiln Croft Lane, Handforth, Wilmslow	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Coppice Way, Handforth	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34
Handforth Dean Retail Park, Handforth	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69
Subtotal Zone 1	28.50	3.49	2.05	0.78	0.00	0.20	0.00	0.00	0.42	0.00	0.00	0.21	0.00	0.00	0.00	0.00	35.66
Zone 2																	
Knutsford																	
Knutsford Town Centre	0.00	3.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.41
Subtotal Knutsford	0.00	3.41	0.00	3.41													
Mobberley																	
Mobberley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Mobberley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Zone 2																	
High Legh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 2	0.00	3.41	0.00	3.41													
Zone 3																	
Alsager																	
Alsager Town Centre	0.00	0.00	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52
Subtotal Alsager	0.00	0.00	0.52	0.00	0.52												
Congleton																	
Congleton Town Centre	1.09	0.00	4.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.50
Subtotal Congleton	1.09	0.00	4.40	0.00	5.50												
Middlewich																	
Middlewich Town Centre	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64
Subtotal Middlewich	0.00	0.00	0.64	0.00	0.64												
Sandbach																	
Sandbach Town Centre	0.00	0.00	1.70	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.17
Subtotal Sandbach	0.00	0.00	1.70	0.48	0.00	2.17											
Holmes Chapel																	
Holmes Chapel Village Centre	0.28	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57
Subtotal Holmes Chapel	0.28	0.29	0.00	0.57													
Other Zone 3																	
Buglawton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Goostrey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 3	1.37	0.29	7.26	0.48	0.00	9.40											
Zone 4																	
Crewe																	
Crewe Town Centre	0.00	0.00	3.77	8.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.48
Grand Junction Retail Park, Crewe, Grand Junction Way, Crewe	0.00	0.00	6.36	5.41	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	13.01
Morrison's, Dunwoody Way, Crewe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Crewe	0.00	0.00															

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 24: SHOPPING PATTERNS (ALL COMPARISON GOODS)

DESTINATION	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	ZONE 14	ZONE 15	STUDY AREA
	All Comparison %															
INSIDE STUDY AREA																
CHESHIRE EAST																
Zone 1																
Macclesfield																
Macclesfield Town Centre	24.38	1.03	1.89	0.14	0.00	0.06	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	3.50
B&Q, Statham Street, Macclesfield, 17 Buckley Street, Macclesfield	2.70	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
Sainsbury's, Cumberland Street, Macclesfield	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Tesco Superstore, Hibel Road, Macclesfield	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Statham Street (Retail Park), Statham Street, Macclesfield	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
<i>Out-of-Centre</i>																
Wickes, Hulley Road, Macclesfield	0.06	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Silk Retail Park, Hulley Road, Macclesfield	0.40	0.08	0.13	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Hulley Road Retail Area, Macclesfield	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lyme Green Retail Park, Macclesfield	6.82	0.00	1.23	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.02
Subtotal Macclesfield	36.13	1.11	3.56	0.19	0.00	0.06	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	5.21
Bollington																
Bollington	1.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Subtotal Bollington	1.23	0.00	0.16													
Disley																
Disley	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Subtotal Disley	0.10	0.00	0.01													
Handforth																
Handforth District Centre	0.97	0.26	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23
Subtotal Handforth	0.97	0.26	0.11	0.00	0.23											
Poynton																
Poynton	1.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24
Subtotal Poynton	1.83	0.00	0.24													
Prestbury																
Prestbury	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.01
Subtotal Prestbury	0.07	0.00	0.11	0.00	0.00	0.00	0.00	0.01								
Wilmslow																
Wilmslow Town Centre	3.90	0.51	0.16	0.00	0.00	0.11	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.59
Subtotal Wilmslow	3.90	0.51	0.16	0.00	0.00	0.11	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.59
Alderley Edge																
Alderley Edge	0.74	0.07	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Subtotal Alderley Edge	0.74	0.07	0.00	0.08	0.00	0.11										
Other Zone 1																
Chesterford	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Dean Row	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Tesco Extra, Kilm Croft Lane, Handforth, Wilmslow	0.80	0.13	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Hanks & Spencer, Copice Way, Handforth	0.83	0.18	0.15	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Handforth Dean Retail Park, Handforth	3.99	1.73	0.70	0.14	0.00	0.11	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.80
Subtotal Zone 1	51.86	4.60	4.67	0.41	0.00	0.36	0.00	0.00	0.66	0.00	0.11	0.00	0.00	0.00	0.00	7.79
Zone 2																
Knutsford																
Knutsford Town Centre	0.37	8.46	0.07	0.00	0.00	0.21	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.96
Subtotal Knutsford	0.37	8.46	0.07	0.00	0.00	0.21	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.96
Mobberley																
Mobberley	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Subtotal Mobberley	0.00	0.13	0.00	0.01												
Other Zone 2																
High Leigh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone 2	0.37	8.60	0.07	0.00	0.00	0.21	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.98
Zone 3																
Alsager																
Alsager Town Centre	0.00	0.08	1.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Subtotal Alsager	0.00	0.08	1.51	0.00	0.17											
Congleton																
Congleton Town Centre	0.56	0.18	7.47	0.08	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.92
<i>Out-of-Centre</i>	0.06	0.00	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Congleton Retail Park, Congleton	0.62	0.18	8.40	0.08	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.03
Subtotal Congleton	0.62	0.18	8.40	0.08	0.00	0.00	0.12	0.00	1.03							
Middlewich																
Middlewich Town Centre	0.00	0.00	2.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29
Subtotal Middlewich	0.00	0.00	2.63	0.00	0.29											
Sandbach																
Sandbach Town Centre	0.00	0.12	6.57	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78
Subtotal Sandbach	0.00	0.12	6.57	0.58	0.00	0.78										
Holmes Chapel																
Holmes Chapel Village Centre	0.20	0.09	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Subtotal Holmes Chapel	0.20	0.09	0.27	0.00	0.06											
Other Zone 3																
Buglawton	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Goostrey	0.10	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Subtotal Zone 3	0.92	0.47	19.50	0.65	0.00	0.00	0.12	0.00	2.37							
Zone 4																
Crewe																
Crewe Town Centre	0.06	0.86	9.52	35.56	1.91	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.16
Grand Junction Retail Park, Crewe, Grand Junction Way, Crewe	0.00	0.08	6.38	16.80	0.00	0.45	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.10	0.00	2.11
Morrisons, Dunwoody Way, Crewe	0.00	0.00	0.08	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
<i>Out-of-Centre</i>																
B&Q Warehouse, Crewe, Weston Road, Crewe	0.00	0.00	1.98	4.78	0.49	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65
Macon Business Park, Macon Way, Crewe	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Subtotal Crewe																

Continued from previous page

DESTINATION	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	ZONE 14	ZONE 15	STUDY AREA
	All Comparison %															
Trafford																
Trafford Centre, Greater Manchester	4.20	6.27	3.83	0.82	0.00	3.50	0.18	0.10	3.52	0.00	0.00	0.24	0.00	0.20	0.25	2.15
Timperley	0.00	1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Sale	0.12	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Other, Trafford	0.00	0.57	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Subtotal Trafford	4.33	8.78	3.97	0.82	0.00	3.50	0.18	0.10	3.52	0.00	0.00	0.24	0.00	0.20	0.25	2.44
Manchester																
Manchester City Centre	2.63	2.27	2.24	1.44	0.80	0.65	0.00	0.00	1.52	0.00	0.00	0.44	0.00	0.16	0.00	1.10
Manchester Airport, Manchester	0.43	0.15	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.09
Other, Manchester	0.06	0.46	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Subtotal Manchester	3.13	2.88	2.54	1.44	0.80	0.78	0.00	0.00	1.52	0.00	0.61	0.00	0.16	0.00	0.00	1.28
Stockport																
Cheadle Royal Shopping Centre, Cheadle	6.75	4.13	0.99	0.26	0.12	1.19	0.00	0.16	1.21	0.00	0.00	0.00	0.00	0.00	0.52	1.65
Cheadle	2.10	0.85	0.40	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.42
Sainsbury's, Wilmslow Road, Cheadle	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Stockport Town Centre	7.69	0.54	0.35	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	1.10
The Peel Centre, Stockport	1.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18
Manchester Road Retail Park, Stockport	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Stanley Green Retail Park, Handforth	4.77	0.92	0.15	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.74
Sainsbury's, London Road, Hazel Grove	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
BSQ, Georges Road, Heaton Norris, Stockport	0.05	0.11	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Other, Stockport	0.98	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Subtotal Stockport	24.58	6.56	1.93	0.26	0.12	1.40	0.00	0.16	2.45	0.00	0.00	0.00	0.00	0.00	0.75	4.36
High Peak																
Buxton	2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28
Other, High Peak	1.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Subtotal High Peak	3.42	0.00	0.44													
Staffordshire Moorlands																
Other, Staffordshire Moorlands	0.04	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Subtotal Staffordshire Moorlands	0.04	0.00	0.26	0.00	0.03											
Stoke-on-Trent																
Festival Park Retail Park, Hanley, Stoke-on-Trent	0.00	0.00	8.58	1.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.04
Hanley City Centre	0.00	0.26	6.09	3.66	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.01
Stoke Upon Trent Town Centre	0.00	0.08	1.55	1.83	0.00	0.34	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36
Other, Stoke on Trent	0.00	0.00	1.89	0.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Subtotal Stoke-on-Trent	0.00	0.34	18.11	6.78	0.00	0.60	0.16	0.00	2.62							
Newcastle-Under-Lyme																
Newcastle-under-Lyme	0.00	0.00	3.38	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Wolstanton Retail Park, Wolstanton	0.00	0.12	1.15	0.14	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Other, Newcastle-under-Lyme	0.00	0.00	0.30	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Subtotal Newcastle-Under-Lyme	0.00	0.12	4.83	0.73	0.25	0.11	0.00	0.61								
Shropshire																
Oswestry	0.00	0.00	0.12	0.00	0.18	0.00	0.00	0.00	0.00	2.81	0.00	0.00	0.00	0.00	0.00	0.26
Shrewsbury	0.00	0.00	0.00	0.27	9.25	0.00	0.00	0.00	0.00	1.48	0.00	0.00	0.00	0.00	0.00	0.32
Sundome Retail Park, Arlington Way, Shrewsbury	0.00	0.00	0.00	0.00	1.23	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.04
BSQ, Featherbed Lane, Shrewsbury	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Market Drayton	0.00	0.00	0.00	0.38	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Wess	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Shropshire	0.00	0.00	0.00	0.47	0.54	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.10
Subtotal Shropshire	0.00	0.00	0.12	1.12	12.08	0.00	0.00	0.00	0.00	5.10	0.00	0.00	0.00	0.00	0.00	0.76
Powys																
Cefn Mawr	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.07
Subtotal Powys	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.07								
Conwy																
Llandudno	0.00	0.35	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	3.53	20.67	0.00	0.00	0.00	1.14
Other, Conwy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.02
Subtotal Conwy	0.00	0.35	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	3.53	21.32	0.00	0.00	0.00	1.16
Other Outside Study Area																
Other, North East	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Stockport Road (Retail Park), Hyde	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Crown Point North Shopping Park, Worthington Way, Denton	0.34	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Chadderton	0.19	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Other, Oldham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.01
Colne	0.18	0.12	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Other, North West	1.00	0.52	0.24	0.25	0.00	0.13	0.00	0.12	0.81	0.16	0.00	0.00	0.00	0.00	0.00	0.31
Other, East Midlands	0.20	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Telford	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.05
Other, West Midlands	0.00	0.08	0.61	1.34	0.18	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Other, Wales	0.00	0.00	0.14	0.13</												

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 26: RETAIL COMMITMENTS (AS AT APRIL 2020)

Planning Application Reference	Location	Description of Development	Application Type	Decision Date	Total	
					Gross Floorspace	Net Sales Area Floorspace
					sq.m	sq.m
CHESHIRE EAST						
Zone 1						
Macclesfield						
07/0200P	Tesco, Hibel Road, Macclesfield	Insertion of mezzanine floor	Certificate of lawfulness	17/12/2007	1,865	1,212
13/3082M	Former Cheshire Building Society, Castle Street Mall, Macclesfield	Alterations and demolition to facilitate the redevelopment of a two storey building (Grosvenor Shopping Centre expansion): T K Max (Unit 2) Units 1, 1A and 3	Full	07/08/2014	4,597	3,218
12/2073M	22-26, 36 Castle St & 25, 25B/C Castle St Mall	COU of Ground and 1st Floors of 36 Castle St from B1 to A1 (3 retail units ground and 1st, office 2nd). Demolition of Retail Units 22 - 26 Castle St & 25, 25B/C Castle St Mall - Two Storey Building to Adjoin 36 Castle St	Full	29/08/2012	2,281	1,597
14/5565M	Oak Furniture Land, Unit B, Silk Retail Park, Hulley Road, Macclesfield	Insertion of mezzanine floor	Full	16/02/2015	759	607
17/3022M	The Towers and Progress Mill, Parsonage Street, Macclesfield	Erection of a Lidl foodstore	Full	25/01/2018	3,756	1,288
17/1874M	Land east of Congleton Road, Macclesfield (South Macclesfield Development Area)	Mixed use strategic development including residential, retail and employment uses	Outline	Resolution to approve subject to S111/106 30/08/2017	4,000	2,600
19/3439M	Land to the north of Black Lane	Reserved matters for 18/2565M - Variation of conditions 6 & 9 of existing permission 15/5670M - Demolition of existing buildings and the erection of four Class A1 retail units, two units for Class A1/A3/A5 works to create a new vehicular access from The Silk Road and associated works	Reserved Matters	07/10/2019	12,880	9,016
Subtotal Macclesfield					34,736	22,756
Paynton						
14/5368M	Brookfield Hydro Motors, 10 London Road South, Paynton	New foodstore and additional units for Class A1-A5 use: Aldi foodstore Retail units (A1-A5)	Full	28/08/2014	1,579	1,026
Subtotal Paynton					2,322	1,286
Wilmslow						
16/0693M	Former Brybour Lodge Kennels (The Colony), Altrincham Road, Wilmslow	Change of use from B1 office to A1 retail (kitchen showroom)	Full	19/07/2016	416	291
17/3208M	Lidl Store and Energie Fitness Club	Erection of replacement Class A1 retail store, associated car parking and servicing areas, relocation of electricity sub-station, landscaping and associated works following demolition of existing retail store and neighbouring fitness club	Full		1,350	794
17/4960M	1 Macclesfield Road	Change of use of existing car sales premises to non-food/comparison goods retail store (Class A1). Existing car parking and servicing areas retained.			760	550
Subtotal Wilmslow					416	291
Other Zone 1						
12/4652M	Land Off, Earl Road, Handforth	Erection of A1 retail unit (Next) with conservatory, garden centre and ancillary coffee shop	Full	23/10/2014	7,180	4,203
17/1891M	127 Wellington Road, Bollington	Proposed demolition of existing building and erection of a new building for A1 and A3 use (resubmission 16/4388M)	Full	01/05/2018	370	268
16/5678M	Land off Earl Road/Epsom Avenue	Demolition of existing buildings and erection of five units to be used for Class A1 (Non-food retail) purposes and two units to be used for Use Class A1 (Non-food retail or sandwich shop) and/or A3 and/or A5 (not monitored). Resub 15/0400M.	Full	27/02/2020	5,606	4,764
Subtotal Zone 1					50,630	33,569
Zone 2						
Knutsford						
16/3689M	Aldi Foodstore, Brook Street, Knutsford	Extension to existing foodstore, extension to car park, addition of mezzanine to warehouse.	Full	27/11/2016	391	367
Subtotal Knutsford					391	367
Subtotal Zone 2					391	367
Zone 3						
Sandbach						
17/1142C	1 The Commons, Sandbach	Change of use from offices to A1 retail	Full	25/04/2017	272	190
17/1755C	Saxon Cross Service Station, Congleton Road, Sandbach	redevelopment of petrol filling station including larger forecourt shop	Full	02/07/2017	352	321
17/1084C	62 The Hill, Sandbach	Change of use from public house to convenience store	Full	21/08/2017	280	196
17/3584C	Aldi, Middlewich Road, Sandbach	Extension to foodstore	Full	28/09/2017	545	456
Subtotal Sandbach					1,449	1,163
Alsager						
13/4121C	Former Tivyford Bathrooms Ltd, Lawton Road, Alsager	Demolition of existing buildings and construction of a new foodstore	Full	18/06/2015	4,254	2,323
Subtotal Alsager					4,254	2,323
Other Zone 3						
11/1542C	131 Congleton Road North, Scholar Green	Change of use from garage/shop/residential to warehouse/showroom/retail/tradercounter and employment	Full	09/08/2011	511	358
13/3294C	Former Fisons Site, London Road, Holmes Chapel	Redevelopment for a new foodstore and petrol filling station Foodstore Petrol filling station kiosk	Full	12/09/2014	4,148	2,352
14/4031C	Somerford Park Farm, Holmes Chapel Road, Somerford	Change of use of covered riding arena to retail (A1) with ancillary storage	Full	17/04/2015	591	310
15/3673C	Land at Manor Lane, Holmes Chapel	Erection of a foodstore (Aldi) and associated service area, car parking, landscaping and access	Full	18/12/2015	1,742	1,254
Subtotal Zone 3					12,781	7,820

Continued on next page.

Sales Area Floorspace	Sales Density	Total Estimated Turnover 2020	Estimated Turnover Drawn from Study Area	
			2020	2020
			%	£m
sq.m	£ per sq.m	£m	%	£m
831	12,363	10.27	100%	10.27
0	-	0	-	0
0	-	0.00	-	0.00
0	-	0.00	-	0.00
0	-	0.00	-	0.00
1,002	9,846	9.87	100%	9.87
1,790	11,844	21.20	100%	21.20
1,250	9,832	12.29	100%	12.29
4,873	-	53.63	-	53.63
844	9,818	8.28	100%	8.28
0	-	0.00	-	0.00
844	-	8.28	-	8.28
0	-	0.00	-	0.00
794	9,846	7.82	100%	7.82
550	5,000	2.75	100%	2.75
0	-	0.00	-	0.00
291	-	1.13	-	1.13
0	-	0.00	-	0.00
0	-	0.00	-	0.00
0	-	0.00	-	0.00
268	10,491	2.81	100%	2.81
0	-	0.00	-	0.00
5,985	-	65	-	65
302	9,818	2.96	100%	2.96
302	-	2.96	-	2.96
302	-	2.96	-	2.96
0	-	0.00	-	0.00
321	10,434	3.35	100%	3.35
196	5,000	0.98	100%	0.98
375	9,818	3.68	100%	3.68
892	-	8.01	-	8.01
1,975	10,766	21.26	100%	21.26
1,975	-	21.26	-	21.26
0	-	0.00	-	0.00
1,882	11,844	22.29	100%	22.29
60	11,844	0.71	100%	0.71
0	-	0.00	-	0.00
1,031	9,818	10.12	100%	10.12
5,839	-	62.39	-	62.39

Sales Area Floorspace	Sales Density	Total Estimated Turnover 2020	Estimated Turnover Drawn from Study Area	
			2020	2020
			%	£m
sq.m	£ per sq.m	£m	%	£m
382	7,817	2.98	100%	2.98
0	-	0.00	-	0.00
1,553	3,893	6.04	100%	6.04
1,666	3,500	5.83	100%	5.83
1,597	3,500	5.59	100%	5.59
607	3,497	2.12	100%	2.12
286	6,681	1.91	100%	1.91
810	7,051	5.71	100%	5.71
9,016	2,500	22.54	100%	22.54
15,915	-	52.73	-	24.60
183	7,706	1.41	100%	1.41
260	2,500	0.65	100%	0.65
443	-	2.06	-	2.06
291	3,866	1.13	100%	1.13
0	-	0.00	-	0.00
0	-	0.00	-	0.00
291	-	1.13	-	1.13
4,203	4,100	17.23	70%	12.06
0	-	0.00	-	0.00
4,764	4,000	19.06	70%	13.34
25,616	-	92	-	53.19
65	7,706	0.50	100%	0.50
65	-	0.50	-	0.50
65	-	0.50	-	0.50
190	3,000	0.57	100%	0.57
0	-	0.00	-	0.0
0	-	0.00	-	0.00
81	7,706	0.63	100%	0.63
272	-	1.20	-	1.20
348	7,916	2.75	100%	2.75
348	-	2.75	-	2.75
358	1,500	0.54	100%	0.54
470	7,051	3.32	100%	3.32
0	-	0.00	-	0.00
310	3,000	0.93	100%	0.93
223	7,706	1.72	100%	1.72
1,981	-	10.45	-	10.45

Continued from previous page

Planning Application Reference	Location	Description of Development	Application Type	Decision Date	TOTAL	
					Gross Floorpace sq.m	Net Sales Area Floorpace sq.m
Zone 4						
Crewe						
15/2570N	3 Grand Junction Way, Crewe	Extension of existing retail unit and installation of full cover mezzanine	Full	24/07/2015	748	598
15/2571N	10 Grand Junction Way, Crewe	Extension of existing retail unit and installation of mezzanine	Full	24/07/2015	459	367
17/1574N	Land at Grand Junction Retail Park, Crewe	Demolition of an existing building and erection of a retail unit (Class A1)	Full	21/04/2017	1,207	966
17/3387N	18 Grand Junction Retail Park, Crewe	Installation of mezzanine level (Instore)	Full	05/09/2017	651	521
18/5305N	28 Grand Junction Way	Creation of an additional 297 sq. m (GIA) of retail floorpace (Class A1) at mezzanine level and physical alterations to external elevations	Full	30/11/2018	297	297
17/4719N	1 Remer Street, Crewe	conversion of former car showroom & workshop to 3 No. A1 retail units	Full	10/10/2017	542	379
15/1537N	Land at Basford East, Crewe	Mixed-use development including residential, employment and a local centre incorporating food and non food retail uses	Outline	23/12/2016	2,323	1,510
18/5040N	Land at Mill Street/Lockitt Street	Proposal for 2x A1 units (LDI & B&B) and one A1/A3 unit with associated car parking and servicing areas, access, landscaping and associated works	Full	23/10/2018	2,125	1,275
18/6389	Land SE of Crewe Road Roundabout, University Way	Erection of a new A10 foodstore, access, substation and associated car parking and landscaping	Full	18/06/2019	1,801	1,052
19/2260	Dunelm Unit, Forge Street	Increase of 834sqm. to mezzanine floor totaling 1,198sqm.	Full	04/07/2019	834	834
19/2432N	The Merin, Bradfield Road	The redevelopment and change of use of the former Public House (use class A4) to new retail store (use class A1) including retention	Full	17/07/2019	433	310
Subtotal Crewe					11,420	8,109
Nantwich						
13/2471N	Land at Kingsley Fields, Henhull, Nantwich	Residential-led mixed use development including up to 1,100 dwellings and a local centre	Outline	20/01/2016	700	228
18/3580N	Station Road, CW5 5SP	Demolition of existing store and the development of a new foodstore, car park, servicing and landscaping (A6)	Full	20/12/2018	465	378
Subtotal Nantwich					1,165	604
Other Zone 4						
15/2422N	Dagfields, Crewe Road, Walgherton	Crafts and antiques workshops (Use Classes A1 and B1)	Full	30/06/2015	450	300
13/4132N	Land at White Moss Quarry, Butterton Lane, Barthomley (Alsager)	Residential-led mixed use development including up to 350 residential dwellings and a convenience store and 3 retail units	Outline	16/07/2015	750	502
14/5472N	Vine Inn, Rope Lane, Shawington, Crewe	Erection of Class A1 convenience store (Co-op), associated car parking and landscaping	Full	25/03/2016	408	279
18/4857N	The Rowans, Whitchurch Road	COU from commercial to shop, butchers, bakers and café.	Full	31/01/2019	482	
Subtotal Zone 4					14,675	9,794
SUBTOTAL CHESHIRE EAST					78,477	51,550

Convenience					
Sales Area Floorpace sq.m	Sales Density £ per sq.m	Total Estimated Turnover 2020 £m	Estimated Turnover Drawn from Study Area		
			2020 %	2020 £m	
0	-	0.00	-	0.00	
0	-	0.00	-	0.00	
0	-	0.00	-	0.00	
0	-	0.00	-	0.00	
0	-	0.00	-	0.00	
241	10,434	2.51	100%	2.51	
1,189	9,832	11.69	100%	11.69	
1,275	9,846	12.55	100%	12.55	
1,052	9,818	10.33	100%	10.33	
0	-	0.00	-	0.00	
310	10,491	3.25	100%	3.25	
4,067	50,423	40		40	
228	5,000	1.14	100%	1.14	
376	9,818	3.69	100%	3.69	
604		4.83		4.83	
0	-	0.00	-	0.00	
302	5,000	1.51	100%	1.51	
279	10,434	2.91	100%	2.91	
482	5,000	2.41	100%	2.41	
5,734		52		52	
17,860	-	182.08	-	182.08	

Comparison					
Sales Area Floorpace sq.m	Sales Density £ per sq.m	Total Estimated Turnover 2020 £m	Estimated Turnover Drawn from Study Area		
			2020 %	2020 £m	
598	4,663	2.79	100%	2.79	
367	3,866	1.42	100%	1.42	
966	3,866	3.73	100%	3.73	
521	2,173	1.13	100%	1.13	
297	4,126	1.23	100%	1.23	
139	3,000	0.42	100%	0.42	
321	7,193	2.31	100%	2.31	
319	6,681	2.13	100%	2.13	
263	7,706	2.03	100%	2.03	
834	2,602	2.17	100%	2.17	
0	-	0.00	-	0.00	
4,625		19		19	
0	-	0.00	-	0.00	
0	-	0.00	-	0.00	
0.00		0.00		0.00	
300	3,000	0.90	100%	0.90	
200	3,000	0.60	100%	0.60	
0	-	0.00	-	0.00	
0	-	0.00	-	0.00	
5,124		21		21	
32,786	-	124.01	-	84.99	

Notes:
a. Planning Permissions provided by Cheshire East Council (as at April 2020)
b. Gross and net sales area floorpace sourced from planning application material where available. Where no net floorpace figures are provided, net floorpace estimated assuming a net to gross ratio of 65% for foodstores, 80% for retail warehouse units and 70% for all other retail development.
c. Net convenience and comparison floorpace sourced from planning application material where available. Where no convenience/comparison floorpace split is identified, net convenience/comparison floorpace for foodstores estimated based on GlobalData.com where operator is known and WYG judgement elsewhere.
d. Sales density estimated based on GlobalData.com (2019) data for main foodstore operators, Mintel (2019) for main non-food and retail warehouse operators and WYG judgement elsewhere.
Green denotes commitments completed at April 2020
2016 Prices

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UPDATED TABLE 27: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN

Table i: Trading Performance of Existing Convenience Provision in Crewe

Destination	Convenience Sales Area sq.m	Sales Density £ per sq.m	Benchmark Turnover £m	Survey Turnover £m
Crewe Town Centre			4.4	4.4
Asda, Victoria Centre	3,336	12,719	42.4	34.2
Iceland, Market Centre	463	6,207	2.9	0.9
Farmfoods, Oak Street	219	6,319	1.4	0.3
Tesco Extra, Vernon Way	3,300	12,363	40.8	41.1
Morrisons, Durwoody Way	2,776	11,528	32.0	36.4
Marks & Spencer Simply Food, Grand Junction Way	576	9,633	5.6	5.5
Grand Junction Retail Park, Grand Junction Way	-	-	0.6	0.6
Aldi, Grand Junction Way	643	9,818	6.3	21.2
Aldi, Nantwich Road	708	9,818	7.0	22.8
Co-op, Readesdale Avenue	315	10,434	3.3	2.6
Co-op, Beswick Drive	181	10,434	1.9	0.7
Co-op, Parkers Road	162	10,434	1.7	1.1
McColls, Ridgway Street, Crewe	-	-	0.3	0.3
Nisa Local, Alton Street	-	-	0.3	0.3
Nisa Local, Weston Court, Crewe Road	-	-	1.9	1.9
Nisa Local, Weston Court, Crewe Road	209	12,363	2.6	1.4
Sainsbury's Local, Edleston Road	432	10,766	4.7	0.3
Total			160.0	176.1

Notes:
Sourced From Updated Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)
2016 Prices

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Crewe

Year	Benchmark Turnover of Existing Stores	Market Share of Study Area Expenditure	Available Expenditure	Surplus Expenditure
	£m			
2020	160.0	5.6%	176.1	16.1
2025	160.8	5.6%	179.0	18.3
2030	160.8	5.6%	182.3	21.5

Notes:
Market share of existing stores in Crewe derived from Updated Table 4 and is assumed to remain constant over the forecast period
Available expenditure in Crewe is derived from the total study area expenditure (Updated Table 2) multiplied by Crewe's existing market share of Study Area expenditure
2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Crewe – Convenience Goods

	Surplus Expenditure £m	Floorspace Requirement	
		Min sq.m	Max sq.m
2020	16.1	1,400	1,600
2025	18.3	1,500	1,800
2030	21.5	1,800	2,200

Notes:
Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)
Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)
2016 Prices

Table iv: Turnover of Convenience Retail Commitments Drawn from Crewe

Planning Application Ref	Location	Proposal	Gross Retail Floorspace sq.m	Convenience Sales Area Floorspace sq.m	Estimated Sales Density £/sq.m	Estimated Convenience Turnover		
						Total Drawn from Study Area at 2020 £m	Percentage Drawn from Crewe %	Turnover Drawn from Crewe £m
15/1537N	Land at Basford East, Crewe	Mixed-use development including residential; employment and a local centre incorporating food and non food retail uses	2,323	1,189	10,491	12.5	100	12.5
17/4719N	1 Remer Street, Crewe	Conversion of former car showroom & workshop to 3 No. A1 retail units with associated car parking, replacement shop front glazing and alterations to existing door & window openings	542	241	10,491	2.5	100	2.5
18/5040N	Land at Mill Street/Lockitt Street	Proposal for 2x A1 units (Lidl & B&M) and one A1/A3 unit with associated car parking and servicing areas, access, landscaping and associated works	2,125	1,275	9,846	12.6	100	12.6
18/6389	Land SE of Crewe Road Roundabout, University Way	Erection of a new Aldi foodstore, access, substation and associated car parking and landscaping.	1,801	1,052	9,818	10.3	100	10.3
19/2432N	The Merlin, Bradfield Road	The redevelopment and change of use of the former Public House (use class A4) to new retail store (use class A1) including retention of existing accesses, reconfiguration of car park and associated external works	433	310	10,491	3.3	100	3.3
Total				4,067		41.1	-	41.1

Notes:
Commitment details provided by the Council
Sales density for Aldi and Lidl foodstore commitments derived from GlobalData.com
For other commitments, average sales density assumed of £10,491 per sq.m (@2020) has been adopted (based on the average sales density of all grocery operators (Source: GlobalData.com))
Percentage of convenience turnover of the commitments drawn from Crewe estimated based on WYG judgement
Green denotes commitments completed at April 2020
2016 Prices

Table v: Net Quantitative Need for Additional Floorspace in Crewe (with deduction for Planning Commitments) - Convenience Goods

	Surplus Expenditure £m	Commitments £m	Residual Expenditure £m	Floorspace Requirement	
				Min sq.m	Max sq.m
2020	16.1	41.1	0.0	-	-
2025	18.3	41.3	0.0	-	-
2030	21.5	41.3	0.0	-	-

Notes:
Turnover of convenience retail commitments drawn from Crewe sourced from Updated Table 27iv
Minimum Floorspace Requirement - Average sales density assumed to be £11,844 per sq.m at 2020 (the average sales density of the leading four supermarkets as identified by GlobalData.com)
Maximum Floorspace Requirement - Average sales density assumed to be £9,832 per sq.m at 2020 (the average sales density of discount retailers as identified by GlobalData.com)
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)
2016 Prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 28: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN CREWE

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Crewe

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	347.3	7.0%	347.3	0.0
2025	408.1	7.0%	397.5	-10.6
2030	468.5	7.0%	459.5	-9.0

Notes

- 1 - Turnover of existing stores in Crewe at 2020 sourced from Updated Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
2 - Market share of existing stores in Crewe derived from Updated Table 25 and is assumed to remain constant at 7% over the forecast period
3 - Available expenditure in Crewe is derived from the total study area expenditure (Updated Table 7) multiplied by Crewe's existing market share of Study Area expenditure

2016 prices

Table ii: Quantitative Need for Additional Floorspace in Crewe – Comparison Goods

Year	Surplus Expenditure £m	Comparison Goods Floorspace Requirement	
		Min sq.m	Max sq.m
		2020	0.0
2025	-10.6	-	
2030	-9.0	-	

Notes

- Minimum Floorspace Requirement - Average sales density assumed to be £5,500 per sq.m (@2020)
Maximum Floorspace Requirement - Average sales density assumed to be £3,500 per sq.m (@2020)
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2016 prices

Table iii: Turnover of Comparison Retail Commitments Drawn from Crewe

Planning Application Ref	Location	Proposal	Gross Retail Floorspace sq.m	Comparison Sales Area Floorspace sq.m	Estimated Sales Density £/sq.m	Estimated Comparison Turnover		
						Total Drawn from Study Area at 2020 £m	Percentage Drawn from Crewe %	Turnover Drawn from Crewe £m
15/1537N	Land at Basford East, Crewe	Mixed-use development including residential; employment and a local centre incorporating food and non food retail uses	2,323	321	4,500	1.4	100	1.4
15/2571N	10 Grand Junction Way, Crewe	Extension of existing retail unit and installation of mezzanine	459	367	3,866	1.4	100	1.4
15/2570N	3 Grand Junction Way, Crewe	Extension of existing retail unit and installation of full cover mezzanine	748	598	4,663	2.8	100	2.8
17/1574N	Land at Grand Junction Retail Park, Crewe	Demolition of an existing building, part demolition of the former PET Hire building, erection of a retail unit (Class A1) measuring 1,207 sq.m. (GIA), alterations to access road, service area and car park layout	1,207	931	3,800	3.5	100	3.5
17/3387N	18 Grand Junction Retail Park, Crewe	Installation of mezzanine level (Instore)	651	521	2,173	1.1	100	1.1
17/4719N	1 Remer Street, Crewe	Proposed conversion of former car showroom & workshop to 3 No. A1 retail units with associated car parking, new external plant compound, replacement of shop front glazing and alterations to existing door & window openings	542	139	3,250	0.5	100	0.5
18/5305N	2B Grand Junction Way	Creation of an additional 297 sq. m (GIA) of retail floorspace (Class A1) at mezzanine level and physical alterations to external elevations	297	297	3,800	1.1	100	1.1
18/5040N	Land at Mill Street/Lockitt Street	Proposal for 2x A1 units (Lidl & B&M) and one A1/A3 unit with associated car parking and servicing areas, access, landscaping and associated works	2,125	319	6,681	2.1	100	2.1
18/5040N	Land at Mill Street/Lockitt Street	Proposal for 2x A1 units (Lidl & B&M) and one A1/A3 unit with associated car parking and servicing areas, access, landscaping and associated works	2,834	2,513	3,396	8.5	100	8.5
18/6389C	Land SE of Crewe Road Roundabout, University Way	Erection of a new Aldi foodstore (Use Class A1), access, substation and associated car parking and landscaping. Re-submission of application 18/3123N	1,801	263	7,706	2.0	100	2.0
19/2260M	Dunelm Unit, Forge Street	Increase of 834sqm. to mezzanine floor totaling 1,198sqm.	834	834	2,602	2.2	100	2.2
Total						26.8	-	26.8

Notes

- Commitment details provided by the Council
Sales density for Aldi and Lidl foodstore commitments derived from GlobalData.com
Sales density for B&M and Dunelm commitments derived from Mintel Retail Rankings 2019
Sales density for Grand Junction Retail Park/Grand Junction Way commitments is average sales density of bulky comparison goods retailers (based on average sales density of published figures from Mintel Retail Rankings 2019)
Sales density for Remer Street and Basford East commitments are WYG judgment based on location and size of unit and published sales density data.
Percentage of the comparison turnover of the commitments drawn from Crewe is estimated based on WYG judgement
Green denotes commitments completed at April 2020

2016 Prices

Table iv: Net Quantitative Need for Additional Floorspace in Crewe (with deduction for Planning Commitments) - Comparison Goods

Year	Surplus Expenditure £m	Commitments £m	Residual Expenditure £m	Comparison Goods Floorspace Requirement	
				Min sq.m	Max sq.m
				2020	0.0
2025	-10.6	31.5	0.0	-	
2030	-9.0	36.1	0.0	-	

Notes

- Turnover of comparison retail commitments drawn from Crewe sourced from Updated Table 28iii
Minimum Floorspace Requirement - Average sales density assumed to be £5,500 per sq.m (@2020)
Maximum Floorspace Requirement - Average sales density assumed to be £3,500 per sq.m (@2020)
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2016 prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 29: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN MACCLESFIELD

Table i: Trading Performance of Existing Convenience Provision in Macclesfield

Destination	Convenience Sales	Sales Density	Benchmark Turnover	Survey Turnover
	Area sq.m	£ per sq.m	£m	£m
Macclesfield Town Centre	1,806	3,000	5.4	7.1
Aldi, Queen Victoria Street, Macclesfield	580	9,818	5.7	41.2
Iceland, Mill Street, Macclesfield	655	6,207	4.1	2.6
Marks & Spencer Foodhall, Mill Street, Macclesfield	732	9,633	7.0	3.0
Tesco Metro, Exchange Street, Macclesfield	1,044	12,363	12.9	9.1
Tesco Superstore, Hibel Road, Macclesfield	2,100	12,363	26.0	52.6
Sainsbury's, Cumberland Street, Macclesfield	2,836	10,766	30.5	51.4
<i>Out-of-Centre</i>				
Co-op, Ivy Road, Macclesfield	269	10,434	2.8	6.0
Co-op, London Road, Macclesfield	172	10,434	1.8	3.0
Co-op, Buxton Road, Macclesfield	136	10,434	1.4	1.7
Co-op, Westmorland Close, Macclesfield	132	10,434	1.4	1.1
Tesco Express, Broken Cross, Macclesfield	184	12,363	2.3	2.5
Co-op, Chester Road, Macclesfield	70	10,434	0.7	0.4
Co-op, Hurdsfield Green, Macclesfield	163	10,434	1.7	0.4
Co-op, Thornton Square, Macclesfield	441	10,434	5	1
TTS Meats, Snape Road, Hurdsfield Industrial Estate, Macclesfield	-	-	0	0
Total	11,321	-	108.5	183.4

Notes

Sourced From Updated Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Macclesfield

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	108.5	5.9%	183.4	74.9
2025	109.1	5.9%	186.5	77.4
2030	109.1	5.9%	189.8	80.8

Notes

1 - Benchmark turnover of existing stores in Macclesfield at 2019 sourced from Table 29i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Macclesfield derived from Table 4 and is assumed to remain constant at 5.9% over the forecast period

3 - Available expenditure in Macclesfield is derived from the total study area expenditure (Table 2) multiplied by Macclesfield's existing market share of Study Area expenditure

2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Macclesfield – Convenience Goods

Year	Convenience Goods		
	Surplus Expenditure	Floorspace Requirement	
		£m	Min ^{1*} sq.m
2020	74.9	6,300	7,600
2025	77.4	6,500	7,800
2030	80.8	6,800	8,200

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2016 Prices

Table iv: Turnover of Convenience Retail Commitments Drawn from Macclesfield

Planning Application Ref	Location	Description of Development	Convenience Sales Area Floorspace	Estimated Convenience Turnover		
				Total Drawn from Study Area at 2018	Percentage Drawn from Macclesfield	Turnover Drawn from Macclesfield
			sq.m	£m	%	£m
07/0200P	Tesco, Hibel Road, Macclesfield	Insertion of mezzanine floor	831	10.3	100	10.3
17/3022M	The Towers and Progress Mill, Parsonage Street, Macclesfield	Erection of a Lidl foodstore	1,002	9.9	100	9.9
17/1874M	Land east of Congleton Road, Macclesfield (South Macclesfield Development Area)	Mixed use strategic development including residential, retail and employment uses	1,790	21.2	100	21.2
19/3439M	Land to the north of Black Lane	Reserved matters for 18/2665M - Variation of conditions 6 & 9 of existing permission 15/5676M - Demolition of existing buildings and the erection of	1,250	12.3	100	12.3
Total	-	-	4,873	53.6	-	53.6

Notes

Sourced From Updated Table 26 (Retail Commitments)

Percentage of convenience turnover of the commitments drawn from Macclesfield estimated based on WYG judgement

Table v: Net Quantitative Need for Additional Floorspace in Macclesfield (with deduction for Planning Commitments) - Convenience Goods

Year	Convenience Goods				
	Surplus Expenditure	Commitments ¹	Residual Expenditure	Floorspace Requirement	
				Min ^{2*} sq.m	Max ^{3*} sq.m
2020	74.9	53.6	21.2	1,800	2,200
2025	77.4	53.9	23.5	2,000	2,400
2030	80.8	53.9	26.9	2,300	2,700

Notes

1 - Turnover of convenience retail commitments drawn from Macclesfield sourced from Table 29iv

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

2016 Prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 30: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN MACCLESFIELD

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Macclesfield

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	260.4	5.2%	260.4	0.0
2025	306.0	5.2%	298.0	-7.9
2030	351.3	5.2%	344.5	-6.7

Notes

- 1 - Turnover of existing stores in Macclesfield at 2020 sourced from Updated Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2 - Market share of existing stores in Macclesfield derived from Table 25 and is assumed to remain constant at 5.2% over the forecast period
 3 - Available expenditure in Macclesfield is derived from the total study area expenditure (Table 7) multiplied by Macclesfield's existing market share of Study Area expenditure
 2016 prices

Table ii: Quantitative Need for Additional Floorspace in Macclesfield – Comparison Goods

Year	Surplus Expenditure	Comparison Goods Floorspace Requirement	
		Min ^{2*} sq.m	Max ^{2*} sq.m
	£m		
2020	0.0	-	-
2025	-7.9	-	-
2030	-6.7	-	-

Notes

- 1 - Average sales density assumed to be £5,500 per sq.m (@2020)
 2 - Average sales density assumed to be £3,500 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2016 prices

Table iii: Turnover of Comparison Retail Commitments Drawn from Macclesfield

Planning Application Ref	Location	Description of Development	Comparison Sales Area Floorspace sq.m	Estimated Comparison Turnover		
				Total Drawn from Study Area at 2018 £m	Percentage Drawn from Macclesfield %	Turnover Drawn from Macclesfield £m
07/0200P	Tesco, Hibel Road, Macclesfield	Insertion of mezzanine floor	382	3.0	100	3.0
13/3082M	Former Cheshire Building Society, Castle Street Mall, Macclesfield	Alterations and demolition to facilitate the redevelopment of a two storey building (Grosvenor Shopping Centre expansion):	3,218	11.9	100	11.9
12/2073M	22-26, 36 Castle St & 25, 25B/C Castle St Mall	CoU of Ground and 1st Floors of 36 Castle St from B1 to A1 (3 retail units ground and 1st, office 2nd), Demolition of Retail Units 22 - 26 Castle St & 25, 25B/C Castle St Mall - Two Storey Building to Adjoin 36 Castle St.	1,597	5.6	100	5.6
14/5565M	Oak Furniture Land, Unit B, Silk Retail Park, Hulley Road, Macclesfield	Insertion of mezzanine floor	607	2.1	100	2.1
17/3022M	The Towers and Progress Mill, Parsonage Street, Macclesfield	Erection of a Lidl foodstore	286	1.9	100	1.9
17/1874M	Land east of Congleton Road, Macclesfield (South Macclesfield Development Area)	Mixed use strategic development including residential, retail and employment uses	810	5.7	100	5.7
19/3439M	Land to the north of Black Lane	Reserved matters for 18/2665M - Variation of conditions 6 & 9 of existing permission 15/5676M - Demolition of existing buildings and the erection of	9,054	22.5	100	22.5
Total			15,953	52.7		52.7

Notes

- Sourced From Table 26 (Retail Commitments)
 Percentage of the comparison turnover of the commitments drawn from Macclesfield is estimated based on WYG judgement
 Green denotes commitments completed at April 2020

Table iv: Net Quantitative Need for Additional Floorspace in Macclesfield (with deduction for Planning Commitments) - Comparison Goods

Year	Surplus Expenditure	Commitments ¹	Residual Expenditure	Comparison Goods Floorspace Requirement	
				Min ^{2*} sq.m	Max ^{2*} sq.m
	£m	£m	£m		
2020	0.0	52.7	-52.7	-	-
2025	-7.9	52.7	-60.6	-	-
2030	-6.7	62.0	-68.7	-	-

Notes

- 1 - Turnover of comparison retail commitments drawn from Macclesfield sourced from Table 30iii
 2 - Average sales density assumed to be £5,500 per sq.m (@2020)
 3 - Average sales density assumed to be £3,500 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2016 prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 31: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN ALSAGER

Table i: Trading Performance of Existing Convenience Provision in Alsager

Destination	Convenience Sales Area sq.m	Sales Density £ per sq.m	Benchmark Turnover	Survey Turnover
			£m	£m
Alsager Town Centre	659	2,500	1.6	0.9
Asda, Lawton Road, Alsager	377	12,719	4.8	9.0
Sainsbury's Local, Crewe Road, Alsager	220	10,766	2.4	1.0
<i>Out-of-Centre</i>				
Spar, Crewe Road, Alsager	-	-	0.9	0.9
Total	1,256	-	9.7	11.7

Notes

Sourced From Updated Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Alsager

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	9.7	0.4%	11.7	2.0
2025	9.7	0.4%	11.9	2.2
2030	9.7	0.4%	12.1	2.4

Notes

1 - Benchmark turnover of existing stores in Alsager at 2018 sourced from Table 31i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Alsager derived from Table 4 and is assumed to remain constant at 0.4% over the forecast period

3 - Available expenditure in Alsager is derived from the total study area expenditure (Table 2) multiplied by Alsager's existing market share of Study Area expenditure

2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Alsager – Convenience Goods

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ⁺ sq.m	Max ⁺ sq.m
		2020	200
2025	2.2	200	200
2030	2.4	200	200

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2016 Prices

Table iv: Turnover of Convenience Retail Commitments Drawn from Alsager

Planning Application Ref	Location	Description of Development	Convenience Sales Area Floorspace sq.m	Estimated Convenience Turnover		
				Total Drawn from Study Area at 2018 £m	Percentage Drawn from Alsager %	Turnover Drawn from Alsager £m
13/4121C	Former Twyford Bathrooms Ltd, Lawton Road, Alsager	Demolition of existing buildings and construction of a new foodstore	1,975	21.3	100	21.3
Total			1,975	21.3	-	21.3

Notes

Sourced From Table 26 (Retail Commitments)

Percentage of convenience turnover of the commitments drawn from Alsager estimated based on WYG judgement

Table v: Net Quantitative Need for Additional Floorspace in Alsager (with deduction for Planning Commitments) - Convenience Goods

Year	Surplus Expenditure £m	Commitments ¹ £m	Residual Expenditure £m	Convenience Goods Floorspace Requirement	
				Min ⁺ sq.m	Max ⁺ sq.m
				2020	2.0
2025	2.2	21.4	-19.2	-	-
2030	2.4	21.4	-19.0	-	-

Notes

1 - Turnover of convenience retail commitments drawn from Alsager sourced from Table 31iv

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

2016 Prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 32: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN ALSAGER

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Alsager

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	8.7	0.2%	8.7	0.0
2025	10.3	0.2%	10.0	-0.3
2030	11.8	0.2%	11.5	-0.2

Notes

- 1 - Turnover of existing stores in Alsager at 2020 sourced from Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
2 - Market share of existing stores in Alsager derived from Table 25 and is assumed to remain constant at 0.2% over the forecast period
3 - Available expenditure in Alsager is derived from the total study area expenditure (Table 7) multiplied by Alsager's existing market share of Study Area expenditure
2016 prices

Table ii: Quantitative Need for Additional Floorspace in Alsager – Comparison Goods

Year	Surplus Expenditure	Comparison Goods Floorspace Requirement	
		Min ^{1*} sq.m	Max ^{2*} sq.m
	£m		
2020	0.0	-	-
2025	-0.3	-	-
2030	-0.2	-	-

Notes

- 1 - Average sales density assumed to be £5,250 per sq.m (@2020)
2 - Average sales density assumed to be £3,250 per sq.m (@2020)
* - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2018)
2016 prices

Table iii: Turnover of Comparison Retail Commitments Drawn from Alsager

Planning Application Ref	Location	Description of Development	Comparison Sales Area Floorspace	Estimated Comparison Turnover		
				Total Drawn from Study Area at 2018	Percentage Drawn from Alsager	Turnover Drawn from Alsager
				£m	%	£m
13/4121C	Former Twyford Bathrooms Ltd, Lawton Road, Alsager	Demolition of existing buildings and construction of a new foodstore	348	2.8	100	2.8
Total			348	2.8		2.8

Notes

- Sourced From Table 26 (Retail Commitments)
Percentage of the comparison turnover of the commitments drawn from Alsager is estimated based on WYG judgement

Table iv: Net Quantitative Need for Additional Floorspace in Alsager (with deduction for Planning Commitments) - Comparison Goods

Year	Surplus Expenditure	Commitments ¹	Residual Expenditure	Comparison Goods Floorspace Requirement	
				Min ^{2*} sq.m	Max ^{3*} sq.m
	£m	£m	£m		
2020	0.0	2.8	-2.8	-	-
2025	-0.3	3.0	-3.2	-	-
2030	-0.2	3.5	-3.7	-	-

Notes

- 1 - Turnover of comparison retail commitments drawn from Alsager sourced from Table 32iii
2 - Average sales density assumed to be £5,250 per sq.m (@2020)
3 - Average sales density assumed to be £3,250 per sq.m (@2020)
* - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
2016 prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 33: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN CONGLETON

Table i: Trading Performance of Existing Convenience Provision in Congleton

Destination	Convenience Sales Area sq. m	Sales Density £ per sq. m	Benchmark Turnover	Survey Turnover
			£m	£m
Morrisons, Bridestone Shopping Centre, Congleton	1,362	11,528	15.7	23.1
Congleton Town Centre	555	3,000	1.7	1.4
Aldi, Mountbatten Way, Congleton	534	9,818	5.2	16.5
Farmfoods, Market Street, Congleton	241	6,319	1.5	0.9
<i>Out-of-Centre</i>				
Tesco Superstore, Clayton By Pass, Congleton	1,941	12,363	24.0	29.2
Marks & Spencer Simply Food, Congleton Retail Park, Congleton	485	9,633	4.7	3.8
Co-op, St Johns Road, Congleton	225	10,434	2.4	1.1
Co-op, Bromley Road, Congleton	99	10,434	1.0	0.6
Tesco Express, West Road, Congleton	210	12,363	2.6	1.0
Aldi, Sandbach Road, West Heath, Congleton	638	9,818	6.3	1.9
Iceland, West Heath Shopping Centre, Holmes Chapel Road, Congleton	427	6,207	2.6	1.3
Total	6,717	-	67.7	80.8

Notes

Sourced From Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Congleton

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	67.7	2.6%	80.8	13.1
2025	68.0	2.6%	82.2	14.1
2030	68.0	2.6%	83.7	15.6

Notes

1 - Benchmark turnover of existing stores in Congleton at 2018 sourced from Table 33i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Congleton derived from Table 4 and is assumed to remain constant at 2.6% over the forecast period

3 - Available expenditure in Congleton is derived from the total study area expenditure (Table 2) multiplied by Congleton's existing market share of Study Area expenditure 2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Congleton – Convenience Goods

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ^{1*} sq. m	Max ^{2*} sq. m
		2020	1,100
2025	1,200	1,400	
2030	1,300	1,600	

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2016 Prices

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UPDATED TABLE 34: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN CONGLETON

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Congleton

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	51.6	1.0%	51.6	0.0
2025	60.6	1.0%	59.0	-1.6
2030	69.6	1.0%	68.2	-1.3

Notes

- 1 - Turnover of existing stores in Congleton at 2020 sourced from Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2 - Market share of existing stores in Congleton derived from Table 25 and is assumed to remain constant at 1% over the forecast period
 3 - Available expenditure in Congleton is derived from the total study area expenditure (Table 7) multiplied by Congleton's existing market share of Study Area expenditure
 2016 prices

Table ii: Quantitative Need for Additional Floorspace in Congleton – Comparison Goods

Year	Surplus Expenditure	Comparison Goods	
		Floorspace Requirement	
		Min ^{2*} sq.m	Max ^{2*} sq.m
2020	0.0	-	-
2025	-1.6	-	-
2030	-1.3	-	-

Notes

- 1 - Average sales density assumed to be £5,250 per sq.m (@2020)
 2 - Average sales density assumed to be £3,250 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2016 prices

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CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 35: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN HANDFORTH

Table i: Trading Performance of Existing Convenience Provision in Handforth

Destination	Convenience Sales Area	Sales Density	Benchmark Turnover	Survey Turnover
	sq.m	£ per sq.m	£m	£m
Handforth Town Centre	602	2,500	1.5	1.0
Spar, Wilmslow Road, Handforth	-	-	0.4	0.4
Tesco Express, The Paddock, Handforth	219	12,363	2.7	1.3
Total	821	-	4.6	2.6

Notes

Sourced From Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Handforth

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	4.6	0.1%	2.6	-2.0
2025	4.6	0.1%	2.7	-1.9
2030	4.6	0.1%	2.7	-1.9

Notes

1 - Benchmark turnover of existing stores in Handforth at 2018 sourced from Table 35i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Handforth derived from Table 4 and is assumed to remain constant at 0.1% over the forecast period

3 - Available expenditure in Handforth is derived from the total study area expenditure (Table 2) multiplied by Handforth's existing market share of Study Area expenditure 2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Handforth – Convenience Goods

Year	Surplus Expenditure	Convenience Goods	
		Floorspace Requirement	
		Min**	Max**
	£m	sq.m	sq.m
2020	-2.0	-	-
2025	-1.9	-	-
2030	-1.9	-	-

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2016 Prices

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UPDATED TABLE 36: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN HANDFORTH

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Handforth

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	11.3	0.2%	11.3	0.0
2025	13.3	0.2%	12.9	-0.3
2030	15.3	0.2%	15.0	-0.3

Notes

1 - Turnover of existing stores in Handforth at 2020 sourced from Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Handforth derived from Table 25 and is assumed to remain constant at 0.2% over the forecast period

3 - Available expenditure in Handforth is derived from the total study area expenditure (Table 7) multiplied by Handforth's existing market share of Study Area expenditure
2016 prices

Table ii: Quantitative Need for Additional Floorspace in Handforth – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		£m	Min ^{1*} sq.m
2020	0.0	-	-
2025	-0.3	-	-
2030	-0.3	-	-

Notes

1 - Average sales density assumed to be £5,250 per sq.m (@2020)

2 - Average sales density assumed to be £3,250 per sq.m (@2020)

* - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2016 prices

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UPDATED TABLE 37: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN KNUTSFORD

Table i: Trading Performance of Existing Convenience Provision in Knutsford

Destination	Convenience Sales Area	Sales Density	Benchmark Turnover	Survey Turnover
	sq.m	£ per sq.m	£m	£m
Knutsford Town Centre	373	2,500	0.9	0.9
Booths, Stanley Road, Knutsford	1,808	10,491	19.0	38.6
Sainsbury's Local, Canute Place, Knutsford	170	10,766	1.8	3.3
Little Waitrose, Princess Street, Knutsford	327	11,601	3.8	8.1
Co-op, Princess Street, Knutsford	387	10,434	4.0	2.4
Aldi, Brook Street, Knutsford	814	9,818	8.0	26.9
<i>Out-of-Centre</i>				
Co-op, Parkgate, Knutsford	121	10,434	1.3	1.3
Total	4,000	-	38.8	81.5

Notes

Sourced From Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Knutsford

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	38.8	2.6%	81.5	42.7
2025	39.0	2.6%	82.8	43.8
2030	39.0	2.6%	84.3	45.3

Notes

1 - Benchmark turnover of existing stores in Knutsford at 2018 sourced from Table 37i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Knutsford derived from Table 4 and is assumed to remain constant at 2.6% over the forecast period

3 - Available expenditure in Knutsford is derived from the total study area expenditure (Table 2) multiplied by Knutsford's existing market share of Study Area expenditure 2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Knutsford – Convenience Goods

Year	Surplus Expenditure	Convenience Goods	
		Floorspace Requirement	
		Min ¹	Max ²
£m	£m	sq.m	sq.m
2020	42.7	3,600	4,300
2025	43.8	3,700	4,400
2030	45.3	3,800	4,600

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2016 Prices

Table iv: Turnover of Convenience Retail Commitments Drawn from Knutsford

Planning Application Ref	Location	Description of Development	Convenience Sales Area Floorspace	Estimated Convenience Turnover		
				Total Drawn from Study Area at 2018	Percentage Drawn from Knutsford	Turnover Drawn from Knutsford
			sq.m	£m	%	£m
16/3689M	Aldi Foodstore, Brook Street, Knutsford	Extension to existing foodstore, extension to car park, addition of mezzanine to warehouse.	302	3.0	100	3.0
Total			302	3.0		3.0

Notes

Sourced From Table 26 (Retail Commitments)

Percentage of convenience turnover of the commitments drawn from Knutsford estimated based on WYG judgement

Green denotes commitments completed at April 2020

Table v: Net Quantitative Need for Additional Floorspace in Knutsford (with deduction for Planning Commitments) - Convenience Goods

Year	Surplus Expenditure	Commitments ¹	Convenience Goods		
			Residual Expenditure	Floorspace Requirement	
				£m	Min ¹
£m	£m	£m	sq.m	sq.m	
2020	42.7	3.0	39.7	3,400	4,000
2025	43.8	3.0	40.8	3,400	4,100
2030	45.3	3.0	42.4	3,600	4,300

Notes

1 - Turnover of convenience retail commitments drawn from Knutsford sourced from Table 37iv

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

2016 Prices

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CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 38: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN KNUTSFORD

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Knutsford

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	48.1	1.0%	48.1	0.0
2025	56.5	1.0%	55.0	-1.5
2030	64.8	1.0%	63.6	-1.2

Notes

- 1 - Turnover of existing stores in Knutsford at 2020 sourced from Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2 - Market share of existing stores in Knutsford derived from Table 25 and is assumed to remain constant at 1% over the forecast period
 3 - Available expenditure in Knutsford is derived from the total study area expenditure (Table 7) multiplied by Knutsford's existing market share of Study Area expenditure
 2016 prices

Table ii: Quantitative Need for Additional Floorspace in Knutsford – Comparison Goods

Year	Surplus Expenditure £m	Comparison Goods Floorspace Requirement	
		Min ^{2*} sq.m	Max ^{2*} sq.m
		2020	0.0
2025	-1.5	-	
2030	-1.2	-	

Notes

- 1 - Average sales density assumed to be £5,250 per sq.m (@2020)
 2 - Average sales density assumed to be £3,250 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2016 prices

Table iii: Turnover of Comparison Retail Commitments Drawn from Knutsford

Planning Application Ref	Location	Description of Development	Comparison Sales Area Floorspace sq.m	Estimated Comparison Turnover		
				Total Drawn from Study Area at 2018 £m	Percentage Drawn from Knutsford %	Turnover Drawn from Knutsford £m
16/3689M	Aldi Foodstore, Brook Street, Knutsford	Extension to existing foodstore, extension to car park, addition of mezzanine to warehouse.	65	0.5	100	0.5
Total			65	0.5	-	0.5

Notes

- Sourced From Table 26 (Retail Commitments)
 Percentage of the comparison turnover of the commitments drawn from Knutsford is estimated based on WYG judgement
 Green denotes commitments completed at April 2020

Table iv: Net Quantitative Need for Additional Floorspace in Knutsford (with deduction for Planning Commitments) - Comparison Goods

Year	Surplus Expenditure £m	Commitments ¹ £m	Residual Expenditure £m	Comparison Goods Floorspace Requirement	
				Min ^{2*} sq.m	Max ^{2*} sq.m
				2020	0.0
2025	-1.5	0.5	-2.0	-	
2030	-1.2	0.6	-1.9	-	

Notes

- 1 - Turnover of comparison retail commitments drawn from Knutsford sourced from Table 38iii
 2 - Average sales density assumed to be £5,250 per sq.m (@2020)
 3 - Average sales density assumed to be £3,250 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2016 prices

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UPDATED TABLE 39: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN MIDDLEWICH

Table i: Trading Performance of Existing Convenience Provision in Middlewich

Destination	Convenience Sales Area sq.m	Sales Density £ per sq.m	Benchmark Turnover £m	Survey Turnover £m
Middlewich Town Centre	264	3,000	0.8	1.1
Tesco Superstore, Southway, Middlewich	565	12,363	7.0	14.0
Tesco Express, Wheelock Street, Middlewich	165	12,363	2.0	2.3
Morrisons, Newton Bank, Middlewich	1,157	11,528	13.3	16.1
Lidl, Chester Road, Middlewich	723	9,846	7.1	15.6
<i>Out-of-Centre</i>				
Tesco Express, Warrington Lane, Middlewich	180	12,363	2.2	5.7
Total	3,053	-	32.5	54.7

Notes

Sourced From Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Middlewich

Year	Benchmark Turnover of Existing Stores ¹ £m	Market Share of Study Area Expenditure ² %	Available Expenditure ³ £m	Surplus Expenditure £m
2020	32.5	1.7%	54.7	22.2
2025	32.7	1.7%	55.7	23.0
2030	32.7	1.7%	56.7	24.0

Notes

1 - Benchmark turnover of existing stores in Middlewich at 2018 sourced from Table 39i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Middlewich derived from Table 4 and is assumed to remain constant at 1.7% over the forecast period

3 - Available expenditure in Middlewich is derived from the total study area expenditure (Table 2) multiplied by Middlewich's existing market share of Study Area expenditure 2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Middlewich – Convenience Goods

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min* sq.m	Max** sq.m
2020	22.2	1,900	2,300
2025	23.0	1,900	2,300
2030	24.0	2,000	2,400

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2016 Prices

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UPDATED TABLE 40: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN MIDDLEWICH

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Middlewich

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	14.4	0.3%	14.4	0.0
2025	16.9	0.3%	16.5	-0.4
2030	19.5	0.3%	19.1	-0.4

Notes

1 - Turnover of existing stores in Middlewich at 2020 sourced from Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Middlewich derived from Table 25 and is assumed to remain constant at 0.3% over the forecast period

3 - Available expenditure in Middlewich is derived from the total study area expenditure (Table 7) multiplied by Middlewich's existing market share of Study Area expenditure
2016 prices

Table ii: Quantitative Need for Additional Floorspace in Middlewich – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		£m	Min ^{1*} sq.m
2020	0.0	-	-
2025	-0.4	-	-
2030	-0.4	-	-

Notes

1 - Average sales density assumed to be £5,250 per sq.m (@2020)

2 - Average sales density assumed to be £3,250 per sq.m (@2020)

* - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2018)

2016 prices

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UPDATED TABLE 41: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN NANTWICH

Table i: Trading Performance of Existing Convenience Provision in Nantwich

Destination	Convenience Sales Area sq.m	Sales Density £ per sq.m	Benchmark Turnover	Survey Turnover
			£m	£m
Nantwich Town Centre	1,395	3,000	4.2	2.4
Morrisons, Station Road, Nantwich	1,540	11,528	17.8	24.0
Aldi, Station Road, Nantwich	765	9,818	7.5	18.7
Marks & Spencer Simply Food, Beam Street, Nantwich	604	9,633	5.8	2.4
<i>Out-of-Centre</i>				
Co-op, Beechwood Close / Cronkinson Farm, Nantwich	380	10,434	4.0	0.6
Sainsbury's, Middlewich Road, Nantwich	3,716	10,766	40.0	53.1
Total	8,401	-	79.2	101.3

Notes

Sourced From Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Nantwich

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	79.2	3.2%	101.3	22.1
2025	79.6	3.2%	103.0	23.4
2030	79.6	3.2%	104.9	25.2

Notes

1 - Benchmark turnover of existing stores in Nantwich at 2018 sourced from Table 41i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Nantwich derived from Table 4 and is assumed to remain constant at 3.2% over the forecast period

3 - Available expenditure in Nantwich is derived from the total study area expenditure (Table 2) multiplied by Nantwich's existing market share of Study Area expenditure
2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Nantwich – Convenience Goods

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ^{1*} sq.m	Max ^{2*} sq.m
		2020	22.1
2025	23.4	2,000	2,400
2030	25.2	2,100	2,600

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData 2019)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData 2019)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)
2016 Prices

Table iv: Turnover of Convenience Retail Commitments Drawn from Nantwich

Planning Application Ref	Location	Description of Development	Convenience Sales Area Floorspace sq.m	Estimated Convenience Turnover		
				Total Drawn from Study Area at 2018 £m	Percentage Drawn from Nantwich %	Turnover Drawn from Nantwich £m
13/2471N	Land at Kingsley Fields, Henhull, Nantwich	Residential-led mixed use development including up to 1,100 dwellings and a local centre	228	1.1	100	1.1
18/3580N	Station Road, CW5 5SP	Demolition of existing store and the development of a new foodstore, car park, servicing and landscaping (Aldi)	376	3.7	100	3.7
Total			604	4.8		4.8

Notes

Sourced From Table 26 (Retail Commitments)

Percentage of convenience turnover of the commitments drawn from Nantwich estimated based on WYG judgement

Table v: Net Quantitative Need for Additional Floorspace in Nantwich (with deduction for Planning Commitments) - Convenience Goods

Year	Surplus Expenditure £m	Commitments ¹ £m	Residual Expenditure £m	Convenience Goods Floorspace Requirement	
				Min ^{2*} sq.m	Max ^{3*} sq.m
				2020	22.1
2025	23.4	4.9	18.5	1,600	1,900
2030	25.2	4.9	20.4	1,700	2,100

Notes

1 - Turnover of convenience retail commitments drawn from Nantwich sourced from Table 41iv

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

2016 Prices

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UPDATED TABLE 42: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN NANTWICH

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Nantwich

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	81.2	1.6%	81.2	0.0
2025	95.5	1.6%	93.0	-2.5
2030	109.6	1.6%	107.5	-2.1

Notes

1 - Turnover of existing stores in Nantwich at 2020 sourced from Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Nantwich derived from Table 25 and is assumed to remain constant at 1.6% over the forecast period

3 - Available expenditure in Nantwich is derived from the total study area expenditure (Table 7) multiplied by Nantwich's existing market share of Study Area expenditure
2016 prices

Table ii: Quantitative Need for Additional Floorspace in Nantwich – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		£m	Min ^{1*} sq.m
2020	0.0	-	-
2025	-2.5	-	-
2030	-2.1	-	-

Notes

1 - Average sales density assumed to be £5,250 per sq.m (@2020)

2 - Average sales density assumed to be £3,250 per sq.m (@2020)

* - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2016 prices

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UPDATED TABLE 43: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN POYNTON

Table i: Trading Performance of Existing Convenience Provision in Poynton

Destination	Convenience Sales Area sq.m	Sales Density	Benchmark Turnover	Survey Turnover
		£ per sq.m	£m	£m
Poynton Town Centre	267	2,500	0.7	0.4
Asda, Park Lane, Poynton	223	12,719	2.8	2.1
Morrisons, Queensway, Poynton	597	11,528	6.9	9.2
Waitrose, Park Lane, Poynton	1,063	11,601	12.3	7.4
Co-op, School Lane, Poynton	145	10,434	1.5	1.0
Total	2,295	-	24.2	20.2

Notes

Sourced From Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Poynton

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	24.2	0.6%	20.2	-4.0
2025	24.4	0.6%	20.6	-3.8
2030	24.4	0.6%	20.9	-3.4

Notes

1 - Benchmark turnover of existing stores in Poynton at 2018 sourced from Table 43i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Poynton derived from Table 4 and is assumed to remain constant at 0.6% over the forecast period

3 - Available expenditure in Poynton is derived from the total study area expenditure (Table 2) multiplied by Poynton's existing market share of Study Area expenditure

2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Poynton – Convenience Goods

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ⁺ sq.m	Max ⁺ sq.m
		2020	-4.0
2025	-3.8	-	-
2030	-3.4	-	-

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2016 Prices

Table iv: Turnover of Convenience Retail Commitments Drawn from Poynton

Planning Application Ref	Location	Description of Development	Convenience Sales Area Floorspace sq.m	Estimated Convenience Turnover		
				Total Drawn from Study Area at 2018 £m	Percentage Drawn from Poynton %	Turnover Drawn from Poynton £m
14/5368M	Brookfield Hydro Motors, 10 London Road South, Poynton	New foodstore and additional units for Class A1-A5 use:	844	8.3	100	8.3
Total			844	8.3		8.3

Notes

Sourced From Table 26 (Retail Commitments)

Percentage of convenience turnover of the commitments drawn from Poynton estimated based on WYG judgement

Green denotes commitments completed at April 2020

Table v: Net Quantitative Need for Additional Floorspace in Poynton (with deduction for Planning Commitments) - Convenience Goods

Year	Surplus Expenditure £m	Commitments ¹ £m	Residual Expenditure £m	Convenience Goods Floorspace Requirement	
				Min ⁺ sq.m	Max ⁺ sq.m
				2020	-4.0
2025	-3.8	8.3	-12.1	-	-
2030	-3.4	8.3	-11.7	-	-

Notes

1 - Turnover of convenience retail commitments drawn from Poynton sourced from Table 43iv

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

2016 Prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 44: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN POYNTON

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Poynton

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	11.8	0.2%	11.8	0.0
2025	13.9	0.2%	13.6	-0.4
2030	16.0	0.2%	15.7	-0.3

Notes

- 1 - Turnover of existing stores in Poynton at 2020 sourced from Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2 - Market share of existing stores in Poynton derived from Table 25 and is assumed to remain constant at 0.2% over the forecast period
 3 - Available expenditure in Poynton is derived from the total study area expenditure (Table 7) multiplied by Poynton's existing market share of Study Area expenditure
 2016 prices

Table ii: Quantitative Need for Additional Floorspace in Poynton – Comparison Goods

Year	Surplus Expenditure	Comparison Goods	
		Floorspace Requirement	
		Min** sq.m	Max** sq.m
2020	0.0	-	-
2025	-0.4	-	-
2030	-0.3	-	-

Notes

- 1 - Average sales density assumed to be £5,250 per sq.m (@2020)
 2 - Average sales density assumed to be £3,250 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2016 prices

Table iii: Turnover of Comparison Retail Commitments Drawn from Poynton

Planning Application Ref	Location	Description of Development	Comparison Sales Area Floorspace	Estimated Comparison Turnover		
				Total Drawn from Study Area at 2018	Percentage Drawn from Poynton	Turnover Drawn from Poynton
			sq.m	£m	%	£m
14/5368M	Brookfield Hydro Motors, 10 London Road South, Poynton	New foodstore and additional units for Class A1-A5 use.	443	2.1	100	2.1
Total			443	2.1		2.1

Notes

- Sourced From Table 26 (Retail Commitments)
 Percentage of the comparison turnover of the commitments drawn from Poynton is estimated based on WYG judgement
 Green denotes commitments completed at April 2020

Table iv: Net Quantitative Need for Additional Floorspace in Poynton (with deduction for Planning Commitments) - Comparison Goods

Year	Surplus Expenditure	Commitments ¹	Residual Expenditure	Comparison Goods	
				Floorspace Requirement	
				Min** sq.m	Max** sq.m
2020	0.0	2.1	-2.1	-	-
2025	-0.4	2.1	-2.4	-	-
2030	-0.3	2.4	-2.7	-	-

Notes

- 1 - Turnover of comparison retail commitments drawn from Poynton sourced from Table 44iii
 2 - Average sales density assumed to be £5,250 per sq.m (@2020)
 3 - Average sales density assumed to be £3,250 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2016 prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 45: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN SANDBACH

Table i: Trading Performance of Existing Convenience Provision in Sandbach

Destination	Convenience Sales Area sq.m	Sales Density £ per sq.m	Benchmark Turnover	Survey Turnover
			£m	£m
Sandbach Town Centre	906	2,500	2.3	1.7
Iceland, High Street, Sandbach	380	6,207	2.4	1.2
Waitrose, Flat Lane / Brookhouse Road, Sandbach	1,770	11,601	20.5	21.9
Aldi, Middlewich Road, Sandbach	894	9,818	8.8	20.6
<i>Out-of-Centre</i>				
Co-op, Lawton Way, Sandbach	580	10,434	6.1	3.2
Co-op, Middlewich Road, Sandbach	185	10,434	1.9	1.7
Total	4,716	-	41.9	50.2

Notes

Sourced From Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Sandbach

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	41.9	1.6%	50.2	8.3
2025	42.1	1.6%	51.0	8.9
2030	42.1	1.6%	52.0	9.8

Notes

1 - Benchmark turnover of existing stores in Sandbach at 2018 sourced from Table 45i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Sandbach derived from Table 4 and is assumed to remain constant at 1.6% over the forecast period

3 - Available expenditure in Sandbach is derived from the total study area expenditure (Table 2) multiplied by Sandbach's existing market share of Study Area expenditure
2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Sandbach – Convenience Goods

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ¹ sq.m	Max ² sq.m
		2020	8.3
2025	8.9	700	900
2030	9.8	800	1,000

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)
2016 Prices

Table iv: Turnover of Convenience Retail Commitments Drawn from Sandbach

Planning Application Ref	Location	Description of Development	Convenience Sales Area Floorspace sq.m	Estimated Convenience Turnover		
				Total Drawn from Study Area at 2018 £m	Percentage Drawn from Sandbach %	Turnover Drawn from Sandbach £m
17/1755C	Saxon Cross Service Station, Congleton Road, Sandbach	redevelopment of petrol filling station including larger forecourt shop	321	3.3	100	3.3
17/1084C	62 The Hill, Sandbach	Change of use from public house to convenience store	196	1.0	100	1.0
17/3584C	Aldi, Middlewich Road, Sandbach	Extension to foodstore	375	3.7	100	3.7
Total	-	-	892	8.0	-	8.0

Notes

Sourced From Table 26 (Retail Commitments)

Percentage of convenience turnover of the commitments drawn from Sandbach estimated based on WYG judgement

Green denotes commitments completed at April 2020

Table v: Net Quantitative Need for Additional Floorspace in Sandbach (with deduction for Planning Commitments) - Convenience Goods

Year	Surplus Expenditure £m	Commitments ¹ £m	Residual Expenditure £m	Convenience Goods Floorspace Requirement	
				Min ² sq.m	Max ³ sq.m
				2020	8.3
2025	8.9	8.0	0.9	100	100
2030	9.8	8.0	1.8	100	200

Notes

1 - Turnover of convenience retail commitments drawn from Sandbach sourced from Table 45iv

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

2016 Prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 46: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN SANDBACH

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Sandbach

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	39.0	0.8%	39.0	0.0
2025	45.8	0.8%	44.6	-1.2
2030	52.6	0.8%	51.6	-1.0

Notes

- 1 - Turnover of existing stores in Sandbach at 2020 sourced from Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
2 - Market share of existing stores in Sandbach derived from Table 25 and is assumed to remain constant at 0.8% over the forecast period
3 - Available expenditure in Sandbach is derived from the total study area expenditure (Table 7) multiplied by Sandbach's existing market share of Study Area expenditure
2016 prices

Table ii: Quantitative Need for Additional Floorspace in Sandbach – Comparison Goods

Year	Surplus Expenditure	Comparison Goods	
		Floorspace Requirement	
		Min** sq.m	Max** sq.m
2020	0.0	-	-
2025	-1.2	-	-
2030	-1.0	-	-

Notes

- 1 - Average sales density assumed to be £5,250 per sq.m (@2020)
2 - Average sales density assumed to be £3,250 per sq.m (@2020)
* - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
2016 prices

Table iii: Turnover of Comparison Retail Commitments Drawn from Sandbach

Planning Application Ref	Location	Description of Development	Comparison Sales Area Floorspace	Estimated Comparison Turnover		
				Total Drawn from Study Area at 2018	Percentage Drawn from Sandbach	Turnover Drawn from Sandbach
			sq.m	£m	%	£m
17/1142C	1 The Commons, Sandbach	Change of use from offices to A1 retail	190	0.6	100	0.6
17/3584C	Aldi, Middlewich Road, Sandbach	Extension to foodstore	81	0.6	100	0.6
Total			272	1.2		1.2

Notes

- Sourced From Table 26 (Retail Commitments)
Percentage of the comparison turnover of the commitments drawn from Sandbach is estimated based on WYG judgement
Green denotes commitments completed at April 2020

Table iv: Net Quantitative Need for Additional Floorspace in Sandbach (with deduction for Planning Commitments) - Comparison Goods

Year	Surplus Expenditure	Commitments ¹	Residual Expenditure	Comparison Goods	
				Floorspace Requirement	
				Min** sq.m	Max** sq.m
2020	0.0	1.2	-1.2	-	-
2025	-1.2	1.2	-2.4	-	-
2030	-1.0	1.4	-2.4	-	-

Notes

- 1 - Turnover of comparison retail commitments drawn from Sandbach sourced from Table 46iii
2 - Average sales density assumed to be £5,250 per sq.m (@2020)
3 - Average sales density assumed to be £3,250 per sq.m (@2020)
* - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
2016 prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 47: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN WILMSLOW

Table i: Trading Performance of Existing Convenience Provision in Wilmslow

Destination	Convenience Sales Area sq.m	Sales Density £ per sq.m	Benchmark Turnover	
			£m	£m
Wilmslow Town Centre	592	2,500	1.5	0.7
Waitrose, Church Street, Wilmslow	1,805	11,601	20.9	19.2
Marks & Spencer Simply Food, Alderley Road, Wilmslow	136	9,633	1.3	0.3
Morrisons Local, Whitcroft House, Water Lane, Wilmslow	368	11,528	4.2	1.6
Sainsbury's, Alderley Road, Wilmslow	1,669	10,766	18.0	4.3
<i>Out-of-Centre</i>				
Lidl, Dean Row Road, Wilmslow	723	9,846	7.1	5.3
Tesco Express, Dean Row Road, Wilmslow	134	12,363	1.7	1.1
Total	5,427	-	54.7	32.4

Notes

Sourced From Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Wilmslow

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	54.7	1.0%	32.4	-22.3
2025	55.0	1.0%	33.0	-22.0
2030	55.0	1.0%	33.6	-21.4

Notes

1 - Benchmark turnover of existing stores in Wilmslow at 2018 sourced from Table 47i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Wilmslow derived from Table 4 and is assumed to remain constant at 1% over the forecast period

3 - Available expenditure in Wilmslow is derived from the total study area expenditure (Table 2) multiplied by Wilmslow's existing market share of Study Area expenditure

2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Wilmslow – Convenience Goods

Year	Convenience Goods		
	Surplus Expenditure	Floorspace Requirement	
		£m	M _{min} ^{1*} sq.m
2020	-22.3	-	-
2025	-22.0	-	-
2030	-21.4	-	-

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2016 Prices

Table iv: Turnover of Convenience Retail Commitments Drawn from Wilmslow

Planning Application Ref	Location	Description of Development	Convenience Sales Area Floorspace sq.m	Estimated Convenience Turnover		
				Total Drawn from Study Area at 2018 £m	Percentage Drawn from Wilmslow %	Turnover Drawn from Wilmslow £m
17/3208M	Lidl Store and Energie Fitness Club	Erection of replacement Class A1 retail store, associated car parking and servicing areas, relocation of electricity sub-station, landscaping and associated works following demolition of existing retail store and neighbouring fitness club	1,350	7.8	100%	7.8
17/4960M	1 Macclesfield Road	Change of use of existing car sales premises to non-food/comparison goods retail store (Class A1). Existing car parking and servicing areas retained.	760	2.8	100%	2.8
Total			2,110	10.6		10.6

Notes

Sourced From Table 26 (Retail Commitments)

Percentage of convenience turnover of the commitments drawn from Wilmslow estimated based on WYG judgement

Green denotes commitments completed at April 2020

Table v: Net Quantitative Need for Additional Floorspace in Wilmslow (with deduction for Planning Commitments) - Convenience Goods

Year	Convenience Goods				
	Surplus Expenditure	Commitments ¹	Residual Expenditure	Floorspace Requirement	
				£m	M _{min} ^{2*} sq.m
2020	-22.3	10.6	-32.8	-	-
2025	-22.0	10.6	-32.6	-	-
2030	-21.4	10.6	-32.0	-	-

Notes

1 - Turnover of convenience retail commitments drawn from Wilmslow sourced from Table 47iv

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

2016 Prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 48: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN WILMSLOW

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Wilmslow

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Surplus Expenditure
	£m	%	£m	£m
2020	29.5	0.6%	29.5	0.0
2025	34.6	0.6%	33.7	-0.9
2030	39.7	0.6%	39.0	-0.8

Notes

- 1 - Turnover of existing stores in Wilmslow at 2020 sourced from Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2 - Market share of existing stores in Wilmslow derived from Table 25 and is assumed to remain constant at 0.6% over the forecast period
 3 - Available expenditure in Wilmslow is derived from the total study area expenditure (Table 7) multiplied by Wilmslow's existing market share of Study Area expenditure
 2016 prices

Table ii: Quantitative Need for Additional Floorspace in Wilmslow – Comparison Goods

Year	Surplus Expenditure	Comparison Goods Floorspace Requirement	
		Min ^{1*} sq.m	Max ^{2*} sq.m
	£m		
2020	0.0	-	-
2025	-0.9	-	-
2030	-0.8	-	-

Notes

- 1 - Average sales density assumed to be £5,250 per sq.m (@2020)
 2 - Average sales density assumed to be £3,250 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2016 prices

Table iii: Turnover of Comparison Retail Commitments Drawn from Wilmslow

Planning Application Ref	Location	Description of Development	Comparison Sales Area Floorspace	Estimated Comparison Turnover		
				Total Drawn from Study Area at 2018	Percentage Drawn from Wilmslow	Turnover Drawn from Wilmslow
			sq.m	£m	%	£m
16/0693M	Former Brybour Lodge Kennels (The Colony), Altincham Road, Wilmslow	Change of use from B1 office to A1 retail (kitchen showroom)	291	1.1	100	1.1
Total			291	1.1		1.1

Notes

- Sourced From Table 26 (Retail Commitments)
 Percentage of the comparison turnover of the commitments drawn from Wilmslow is estimated based on WYG judgement
 Green denotes commitments completed at April 2020

Table iv: Net Quantitative Need for Additional Floorspace in Wilmslow (with deduction for Planning Commitments) - Comparison Goods

Year	Surplus Expenditure	Commitments ¹	Residual Expenditure	Comparison Goods Floorspace Requirement	
				Min ^{2*} sq.m	Max ^{3*} sq.m
	£m	£m	£m		
2020	0.0	1.1	-1.1	-	-
2025	-0.9	1.1	-2.0	-	-
2030	-0.8	1.3	-2.1	-	-

Notes

- 1 - Turnover of comparison retail commitments drawn from Wilmslow sourced from Table 48iii
 2 - Average sales density assumed to be £5,250 per sq.m (@2020)
 3 - Average sales density assumed to be £3,250 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2016 prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 49: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN CHESHIRE EAST

Table i: Trading Performance of Existing Convenience Provision in Cheshire East

Destination	Convenience Sales Area sq.m	Sales Density £ per sq.m	Benchmark Turnover £m	Survey Turnover £m
Total	69,599	-	721.8	886.9

Notes

Sourced From Table 5 (Trading Performance of Existing Convenience Provision in Cheshire East)

Table ii: Estimated 'Capacity' for Convenience Goods Facilities in Cheshire East

Year	Benchmark Turnover of Existing Stores ¹ £m	Market Share of Study Area Expenditure ² %	Available Expenditure ³		Surplus Expenditure £m
			£m	£m	
2020	721.8	27.5%	860.0	26.8	165.0
2025	725.4	27.5%	874.4	26.6	175.6
2030	725.4	27.5%	890.3	26.5	191.4

Notes

1 - Benchmark turnover of existing stores in Cheshire East at 2018 sourced from Table 49i and allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2 - Market share of existing stores in Cheshire East derived from Table 4 and is assumed to remain constant at 27.5% over the forecast period

3 - Available expenditure in Cheshire East is derived from the total study area expenditure (Table 2) multiplied by Cheshire East's existing market share of Study Area expenditure 2016 Prices

Table iii: Quantitative Need for Additional Floorspace in Cheshire East – Convenience Goods

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ¹ sq.m	Max ² sq.m
		2020	165.0
2025	175.6	14,700	17,800
2030	191.4	16,100	19,400

Notes

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2016 Prices

Table iv: Turnover of Convenience Retail Commitments Drawn from Cheshire East

Planning Application Ref	Location	Description of Development	Convenience Sales Area Floorspace sq.m	Estimated Convenience Turnover		
				Total Drawn from Study Area at 2018 £m	Percentage Drawn from Cheshire East %	Turnover Drawn from Cheshire East £m
15/1537N	Land at Basford East, Crewe	Mixed-use development including residential; employment and a local centre incorporating food and non food retail uses	1,189	12.5	100	12.5
17/4719N	1 Remer Street, Crewe	Conversion of former car showroom & workshop to 3 No. A1 retail units with associated car parking, replacement shop front glazing and alterations to existing door & window openings	241	2.5	100	2.5
18/5040N	Land at Mill Street/Lockitt Street	Proposal for 2x A1 units (Lidl & B&M) and one A1/A3 unit with associated car parking and servicing areas, access, landscaping and associated works	1,275	12.6	100	12.6
18/6389	Land SE of Crewe Road Roundabout, University	Erection of a new Aldi foodstore, access, substation and associated car parking and landscaping.	1,052	10.3	100	10.3
19/2432N	The Merlin, Bradfield Road	The redevelopment and change of use of the former Public House (use class A4) to new retail store (use class A1) including retention of existing accesses, reconfiguration of car park and associated external works	310	3.3	100	3.3
07/0200P	Tesco, Hibel Road, Macclesfield	Insertion of mezzanine floor	831	10	100	10.3
17/3022M	The Towers and Progress Mill, Parsonage Street, Macclesfield	Erection of a Lidl foodstore	1,002	9.9	100	9.9
17/1874M	Land east of Congleton Road, Macclesfield (South Macclesfield Development Area)	Mixed use strategic development including residential, retail and employment uses	1,790	21.2	100	21.2
19/3439M	Land to the north of Black Lane	Redevelopment of existing buildings and the erection of four Class A1 retail units, two units for Class A1/A3/A5, works to create a new vehicular access from The Silk Road and associated works	1,250	12.3	100	12.3
13/4121C	Former Twyford Bathrooms Ltd, Lawton Road, Alsager	Demolition of existing buildings and construction of a new foodstore	1,975	21.3	100	21.3
13/4132N	Land at White Moss Quarry, Butterton Lane, Barthomley (Alsager)	Residential-led mixed use development including up to 350 residential dwellings and a convenience store and 3 retail units	302	1.5	100	1.5
16/3689M	Aldi Foodstore, Brook Street, Knutsford	Extension to existing foodstore, extension to car park, addition of mezzanine to warehouse.	302	3.0	100	3.0
13/2471N	Land at Kingsley Fields, Henhull, Nantwich	Residential-led mixed use development including up to 1,100 dwellings and a local centre	228	1.1	100	1.1
18/3580N	Station Road, CW5 SSP	Demolition of existing store and the development of a new foodstore, car park, servicing and landscaping (Aldi)	376	3.7	100	3.7
14/5368M	Brookfield Hydro Motors, 10 London Road South, Poynton	New foodstore and additional units for Class A1-A5 use	844	8.3	100	8.3
17/1755C	Saxon Cross Service Station, Congleton Road, Sandbach	Redevelopment of petrol filling station including larger forecourt shop	321	3.3	100	3.3
17/1084C	62 The Hill, Sandbach	Change of use from public house to convenience store	196	1.0	100	1.0
17/3584C	Aldi, Middlewich Road, Sandbach	Extension to foodstore	375	3.7	100	3.7
17/3208M	Lidl Store and Energie Fitness Club	Erection of replacement Class A1 retail store, associated car parking and servicing areas; relocation of electricity sub-station, landscaping and associated works following demolition of existing retail store and neighbouring fitness club	1,350	7.8	100	7.8
17/4960M	1 Macclesfield Road	Change of use of existing car sales premises to non-food/comparison goods retail store (Class A1). Existing car parking and servicing areas retained.	760	2.8	100	2.8
17/1891M	Wellington Road, Bollington	Proposed demolition of existing building and erection of a new building for A1 and A3 use (resubmission 16/4388M)	268	2.8	100	2.8
13/3294C	Former Fisons Site, London Road, Holmes Chapel	Redevelopment for a new foodstore and petrol filling station	1,942	23.0	100	23.0
15/3673C	Land at Manor Lane, Holmes Chapel	Erection of a foodstore (Aldi) and associated service area, car parking, landscaping and access	1,031	10.1	100	10.1
14/5472N	Vine Inn, Rope Lane, Shavington, Crewe	Erection of Class A1 convenience store (Co-op), associated car parking and landscaping	279	2.9	100	2.9
Total			19,488	191.0		191.0

Notes

Sourced From Table 26 (Retail Commitments)

Percentage of the convenience turnover of the commitments drawn from Cheshire East is estimated based on WYG judgement

Green denotes commitments completed at April 2020

Table v: Net Quantitative Need for Additional Floorspace in Cheshire East (with deduction for Planning Commitments) - Convenience Goods

Year	Surplus Expenditure £m	Commitments ¹ £m	Convenience Goods Floorspace Requirement		
			Residual Expenditure £m	Min ² sq.m	Max ³ sq.m
				£m	sq.m
2020	165.0	191.0	-26.0	-	-
2025	175.6	192.0	-16.4	-	-
2030	191.4	192.0	-0.6	-	-

Notes

1 - Turnover of convenience retail commitments drawn from Cheshire East sourced from Table 49iv

Minimum Floorspace Requirement - sales density assumed to be £11,844 per sq.m (the average sales density of the leading four supermarkets as identified by GlobalData.com)

Maximum Floorspace Requirement - sales density assumed to be £9,832 per sq.m (the average sales density of the discounter supermarkets as identified by GlobalData.com)

* - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2016 Prices

WYG PLANNING
CHESHIRE EAST CAPACITY UPDATE

UPDATED TABLE 50: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN CHESHIRE EAST

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Cheshire East

Year	Turnover of Existing Stores ¹	Market Share of Study Area Expenditure ²	Available Expenditure ³	Inflow ⁴	Surplus Expenditure
	£m	%	£m	£m	£m
2020	1,055	20.1%	1,002	53.3	0.0
2025	1,240	20.1%	1,147	59.7	-33.4
2030	1,423	20.1%	1,325	67.6	-30.3

- Notes
 1 - Turnover of existing stores in Cheshire East at 2020 sourced from Table 25 and allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
 2 - Market share of existing stores in Cheshire East derived from Table 25 and is assumed to remain constant at 20.1% over the forecast period
 3 - Available expenditure in Cheshire East is derived from the total study area expenditure (Table 7) multiplied by Cheshire East's existing market share of Study Area expenditure
 4 - Inflow sourced from Table 25
 2016 prices

Table ii: Quantitative Need for Additional Floorspace in Cheshire East – Comparison Goods

Year	Surplus Expenditure	Comparison Goods	
		Floorspace Requirement	
		Min ^{1*}	Max ^{2*}
£m	sq.m	sq.m	
2020	0.0	-	-
2025	-33.4	-	-
2030	-30.3	-	-

- Notes
 1 - Average sales density assumed to be £5,250 per sq.m (@2020)
 2 - Average sales density assumed to be £3,250 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
 2016 prices

Table iii: Turnover of Comparison Retail Commitments Drawn from Cheshire East

Planning Application Ref	Location	Description of Development	Comparison Sales Area Floorspace	Estimated Comparison Turnover		
				Total Drawn from Study Area at 2018	Percentage Drawn from Cheshire East	Turnover Drawn from Cheshire East
			sq.m	£m	%	£m
15/1537N	Land at Basford East, Crewe	Mixed-use development including residential; employment and a local centre incorporating food and non food retail uses	321	1.4	100	1.4
15/2571N	10 Grand Junction Way, Crewe	Extension of existing retail unit and installation of mezzanine	367	1.4	100	1.4
15/2570N	3 Grand Junction Way, Crewe	Extension of existing retail unit and installation of full cover mezzanine	598	2.8	100	2.8
17/1574N	Land at Grand Junction Retail Park, Crewe	Demolition of an existing building, part demolition of the former PET Hire building, erection of a retail unit (Class A1) measuring 1,207 sq.m. (GIA), alterations to access road, service area and car park layout	931	3.5	100	3.5
17/3387N	18 Grand Junction Retail Park, Crewe	Installation of mezzanine level (Instore)	521	1.1	100	1.1
17/4719N	1 Remier Street, Crewe	Proposed conversion of former car showroom & workshop to 3 No. A1 retail units with associated car parking, new external plant compound, replacement of shop front glazing and alterations to existing door & window openings	139	0.5	100	0.5
18/5305N	28 Grand Junction Way	Creation of an additional 297 sq. m (GIA) of retail floorspace (Class A1) at mezzanine level and physical alterations to external elevations	297	1.1	100	1.1
18/5040N	Land at Mill Street/Lockitt Street	Proposal for 2x A1 units (Lidl & B&M) and one A1/A3 unit with associated car parking and servicing areas, access, landscaping and associated works	319	2.1	100	2.1
18/5040N	Land at Mill Street/Lockitt Street	Proposal for 2x A1 units (Lidl & B&M) and one A1/A3 unit with associated car parking and servicing areas, access, landscaping and associated works	2,513	8.5	100	8.5
18/6389C	Land SE of Crewe Road Roundabout, University Way	Erection of a new Aldi foodstore (Use Class A1), access, substitution and associated car parking and landscaping. Re-submission of application 18/3123N	263	2.0	100	2.0
19/2260M	Dunelm Unit, Forge Street	Increase of 834sqm. to mezzanine floor totaling 1,198sqm.	834	2.2	100	2.2
07/0200P	Tesco, Hibel Road, Macclesfield	Insertion of mezzanine floor	382	3.0	100	3.0
13/3082M	Former Cheshire Building Society, Castle Street Mall, Macclesfield	Alterations and demolition to facilitate the redevelopment of a two storey building (Grosvenor Shopping Centre expansion):	3,218	11.9	100	11.9
12/2073M	22-26, 36 Castle St & 25, 25B/C Castle St Mall	Colt of Ground and 1st Floors of 36 Castle St from B1 to A1 (2 retail units ground and 1st, office 2nd); Demolition of Retail Units 22 - 26 Castle St & 25, 25B/C Castle St Mall - Two Storey Building to Adjoin 36 Castle St.	1,597	5.6	100	5.6
14/5565M	Oak Furniture Land, Unit B, Silk Retail Park, Hulley Road, Macclesfield	Insertion of mezzanine floor	607	2.1	100	2.1
17/3022M	The Towers and Progress Mill, Parsonage Street, Macclesfield	Erection of a Lidl foodstore	286	1.9	100	1.9
17/1874M	Land east of Congleton Road, Macclesfield (South Macclesfield Development Area)	Mixed use strategic development including residential, retail and employment uses	810	5.7	100	5.7
19/3439M	Land to the north of Black Lane	Reserved matters for 18/2665M - Variation of conditions 6 & 9 of existing permission 15/5676M - Demolition of existing buildings and the erection of four Class A1 retail units, two units for Class A1/A3/A5, works to create a new vehicular access from The Silk Road and associated works	9,054	22.5	100	22.5
13/4121C	Former Tivoford Bathrooms Ltd, Lawton Road, Alsager	Demolition of existing buildings and construction of a new foodstore	348	2.8	100	2.8
16/3689M	Aldi Foodstore, Brook Street, Knutsford	Extension to existing foodstore, extension to car park, addition of mezzanine to warehouse.	302	3.0	100	3.0
14/5368M	Brookfield Hydro Motors, 10 London Road South, Poynton	New foodstore and additional units for Class A1-A5 use	443	2.1	100	2.1
17/1142C	1 The Commons, Sandbach	Change of use from offices to A1 retail	190	0.6	100	0.6
17/3584C	Aldi, Middlewich Road, Sandbach	Extension to foodstore	81	0.6	100	0.6
16/0693M	Former Brybourn Lodge Kennels (The Colony), Altonham Road, Wilmslow	Change of use from B1 office to A1 retail (kitchen showroom)	291	1.1	100	1.1
12/4652M	Land Off, Earl Road, Handforth	Erection of A1 retail unit (Next) with conservatory, garden centre and ancillary coffee shop	4,203	17.2	70	12.1
16/5678M	Land off Earl Road/Epsom Avenue	Demolition of existing buildings and erection of five units to be used for Class A1 (Non-food retail) purposes and two units to be used for Use Class A1 (Non-food retail or sandwich shop) and/or A3 and/or A5 [not monitored]. Resub 15/0400M.	4,764	19.1	70	13.3
11/1542C	131 Congleton Road North, Scholar Green	Change of use from garage/shop/residential to warehouse/showroom/retail/trade counter and employment	358	0.5	100	0.5
13/3294C	Former Fisons Site, London Road, Holmes Chapel	Redevelopment for a new foodstore and petrol filling station	470	3.3	100	3.3
14/4031C	Somerford Park Farm, Holmes Chapel Road, Somerford	Change of use of covered riding arena to retail (A1) with ancillary storage	310	0.9	100	0.9
15/3673C	Land at Manor Lane, Holmes Chapel	Erection of a foodstore (Aldi) and associated service area, car parking, landscaping and access	223	1.7	100	1.7
15/2422N	Dayfields, Crewe Road, Walgherton	Crafts and antiques workshops (Use Classes A1 and B1)	300	0.9	100	0.9
13/4132N	Land at White Moss Quarry, Butterton Lane, Barthomley (Alsager)	Residential-led mixed use development including up to 350 residential dwellings and a convenience store and 3 retail units	200	0.6	100	0.6
Total			35,539	133.9		123.0

- Notes
 Sourced From Table 26 (Retail Commitments)
 Percentage of the comparison goods turnover of the commitments drawn from Cheshire East is estimated based on WYG judgement
 Green denotes commitments completed at April 2020

Table iv: Net Quantitative Need for Additional Floorspace in Cheshire East (with deduction for Planning Commitments) - Comparison Goods

Year	Surplus Expenditure	Commitments ²	Residual Expenditure	Floorspace Requirement	
				Min ^{1*}	Max ^{2*}
				£m	sq.m
2020	0.0	123.0	-123.0	-	-
2025	-33.4	144.5	-177.9	-	-
2030	-30.3	165.9	-196.2	-	-

- Notes
 1 - Turnover of comparison retail commitments drawn from Cheshire East sourced from Table 50iii
 2 - Average sales density assumed to be £5,250 per sq.m (@2020)
 3 - Average sales density assumed to be £3,250 per sq.m (@2020)
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
 2016 prices