

Cheshire West & Chester Council

Local Plan



Local Retail Centres Study

June 2016

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Cheshire West
and Chester

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1 Introduction

1.1 The Cheshire West and Chester Local Plan (Part One) Strategic Policies was adopted by the Council on 29th January 2015. As part of this document there are retained policies from the three former Council plans. This includes policies relating to Local Retail Centres. This document has been produced to review the current retained designations of Local Retail Centres within the Borough.

1.2 This report will assess the current Local Retail Centres within the Borough along with any potential new designations or identify centres that are no longer relevant. This report will then inform policy in the Cheshire West and Chester Local Plan (Part Two). The review will also evaluate the relevance of the current designations and consider changes to designated boundaries.

1.3 The National Planning Policy Framework (NPPF) was published in March 2012 and National Planning Policy Guidance (NPPG) was launched in March 2014. These constitute a concise policy framework set to simplify planning. For retail, this replaced the Planning Policy Statement 4 (PPS4): Planning for Sustainable Economic Growth and its associated guidance.

1.4 The retail hierarchy has been established in policy ECON 2 of the Cheshire West and Chester Local Plan (Part One). The structure is as follows:

- Chester as a Sub-regional Centre
- Northwich as a Strategic Centre
- Fordsham, Winsford, Ellesmere Port and Neston as Town Centres
- District Centres that will be recommended from this review
- Local Retail Centre that will be recommended from this review.

1.5 Local Retail Centres and District Centres are the lower levels in the retail hierarchy and offer a smaller retail range than the Town Centres named above. However, they do provide services and facilities to meet local day-to-day need. The Local Retail Centre offer important facilities for their local community.

1.6 There are a total of 50 centres that are currently designated in the three former plans. There are:

- 22 centres within the Ellesmere Port and Neston Local Plan (Four are Local Shopping Centres and 18 are small shopping centres)
- 19 centres in the Chester City Local Plan
- 9 centres in the Vale Royal Local Plan (Four are Large Village Centres and Five are Local Shopping Centre)

1.7 In addition to the designated Local Centres, an additional 12 centres were reviewed and the following areas will also be assessed for their potential to be included as a Local Centre. They are:

- Davenham (Northwich)
- Kingsmead (Northwich)

- Tarvin
- Tattenhall
- Malpas
- Sandiway
- Farndon
- Tarvin Road (Chester)
- Kelsall
- Britannia Road (Helsby)
- Cuddington
- Parkgate

1.8 Ten key service centres have been identified in the Local Plan (Part One) within policy STRAT 8. Four of these centres have previously been designated as retail centres, but all key service centres will be assessed as part of this study.

1.9 The Borough is diverse, with a range of urban and rural areas with distinct identities. There are large retail offers within the borough, mainly in the centres that have been identified in policy ECON 2. There are also out of centre retail offers, mainly at the Greyhound Park and Chester Retail Park in Chester and Cheshire Oaks in Ellesmere Port.

1.10 The purpose of the report is to:

- review current designations as local retail centres from the retained policies in the former district plans.
- review the boundaries of the current designations for Local Retail Centres
- consider additional areas that could become a Local Retail Centres
- investigate whether a previous Local Retail Centre designation are still relevant

1.11 Due to the large number of local centres that exist in the borough, and to reflect the spatial strategy of the Local Plan (Part One) under Policy STRAT 2. The document will be organised by the following areas:

- Chester
- Ellesmere Port
- Northwich
- Winsford
- Rural (including Key Service Centres)

1.12 The report will give a description of the centre and the area, this will include its proximity to other centres. An assessment of the accessibility for visitors to the centre, including access to public transport and pedestrian routes will be undertaken. The diversity of uses will be observed and designation recommendations will be made. The report will conclude with a summary of findings with the recommendations.

1.13 A boundary map accompanies this report in Appendix D, this deletes all previous designations and where appropriate, defines a new boundary depending on the recommendation from this report. Each centre assessment can be found in Appendix A. A glossary of terms can be found in Appendix B and Appendix C is the Issues Consultation for the Local Plan (Part Two).

2 Background

2.1 Cheshire West And Chester Local Plan will consist of two primary documents. Part one, which has been adopted, covers the strategic framework for the borough including key sites. Part two will focus on detailed policies and remaining site allocations. The two parts of the new borough-wide Local Plan will eventually replace the existing Local Plans for Chester, Ellesmere Port and Neston, and Vale Royal. It will also replace the Minerals and Waste Local Plans produced by the former Cheshire County Council. However, specific policies were retained from these former plans during the interim period between the two documents. These retained policies are now under review as work commences on the Local Plan (Part Two) Land Allocations and Detailed Policies.

2.2 In addition to the two Local Plans, Neighbourhood Plans, once made by the Council will also form part of the development plan. Each Neighbourhood Plan is individual to its area and some will have policies that cover Local Retail that will need to be considered by this study.

2.3 The retained policies appropriate for Local Retail Centres are as follows:

Table 2.1 Retained policies in the former district plans

Former plan	Retained policies
Chester City	RET 10 - Suburban Shopping Centre
Ellesmere Port and Neston	SHOP 2 - Local Shopping Centres SHOP 3 - Small Shopping Centres
Vale Royal	STC 1 - Village Centres and Local Centres

2.4 The retail environment is very different since the previous Local Retail designation were adopted. There has been a lengthy recession and the markets are making a slow recovery. As a result, new retail offer, especially in the convenience sector have seen a slow down in building rates and supermarket chains are more likely to open a small convenience shop in a local centre than a large purpose built supermarket. This however, does present competition to independent shop owners.

2.5 Demand for online retail has increased, with this trend set to continue. Many retailers are adapting to accommodate this new trend, with click and collect and improving delivery to consumers. However, this does provide an opportunity for Local Retail Centres, as many websites offer delivery to a local convenience shop or Post Office.

2.6 Since the recession, the types of shops that have seen a boom are discount retailers. Including pound shops, charity shops and discount supermarkets. Pay Day Loan Companies and Betting shops have also increased. However, National Planning Policy has made some changes to allow Local Authorities to control these types of businesses.

2.7 In addition to this report, a new retail study has been commissioned by Cheshire West and Chester in conjunction with Cheshire East. The study, the was conducted by WYG includes health checks of all town centres and forecasting shopping trends. The retail study does an assessment on convenience and comparison retail and establishes whether there is a short fall in the town centres in retail and highlights whether there is a need. A household survey was also conducted across the borough to establish current shopping trends and changes since the last study was produced in 2010 and a update in 2013. The information will inform policy in the Local Plan (Part Two).

3 Planning policy context

National Planning

3.1 The National Planning Policy Framework (NPPF) states Local Authorities should “*define a network and hierarchy of centres that is resilient to anticipated future economic changes;*” Work to this effect has already begun in the Local Plan (Part One) with the retail hierarchy already established in ECON 2.

- Chester as a Sub-regional Centre
- Northwich as a Strategic Centre
- Ellesmere Port, Winsford, Frodsham and Neston as Town Centres

3.2 The NPPF Glossary states that centres applies to city and town centres, district and local centres, but doesn't include small parade of shops. It also states that out of centre retail, which consists of main town centre uses do not constitute a town centre, unless identified in the Local Plan.

3.3 Adoption of the NPPF and NPPG supersedes PPS4. However, NPPG does not define the lower level centres. For the purpose of this study, definitions from the former PPS4 have been used. The NPPG states that town centre strategies should meet development needs to support the vitality and viability and have a hierarchical approach to town centres.

3.4 As the Governments agenda is to reduce the red tape and allow the planning system to be more flexible and responsive, changes have been made to the General Permitted Development Order (GPDO) with the changes coming forward April 2015. This allows more buildings to change use class without the need for planning permission. For example, use classes A3 (restaurants and cafes) can change use to an A1 (shop) or A2 (professional and financial services) without the need for planning permission. Similarly with A4 (drinking establishments) and A5 (hot food take away) can change use to A1, A2 or A3 if not defined as a community asset.

3.5 In recent years, betting shops and pay day loan companies have increased, especially in local centres. National policy has tried to intervene and introduced a change in use class of betting shops from an A2 Financial and Professional services to sui generis through The Town and Country Planning (Use Classes) (Amendment) (England) Order 2015. Therefore, any new betting shop or pay day loan will require planning permission.

3.6 Neighbourhood Plans have also been introduced through the Localism Act and this allows local people to shape their areas. The Neighbourhood Plan, once made forms part of the development plan and policies within the document will be given full weight when determining planning permission.

Local Plan (Part One) Strategic Policies

3.7 The Cheshire West and Chester Local Plan (Part One) states:

“The Local Plan (Part Two) Land Allocations and Detailed Policies Plan will identify revised primary and secondary shopping areas as well as district and local Centres.”

3.8 The Local Plan (Part One) states that to ensure vitality and viability of its town centres, it will apply a town centre first approach. Therefore, retail development will be directed to the following areas, Sub-regional centre, Strategic centre, Town centres, District centres or Local centres. The policy that concerns local centres in the Local Plan (Part One) is **ECON 2 Town centres**. It states that:

3.9 *“Shops and other community facilities within smaller district and local centres should be retained where they remain viable and new uses allowed where they are important in meeting the day-to-day needs of the local community.”*

3.10 **Policy ECON 2** also states that when a planning application for main town centre uses outside the exiting centre and contradicts the local plan an impact assessment will be required for proposals of 200m² gross floorspace in the edge or out of a local centre. A sequential test will be required for main town centre uses outside a defined centre. This will need to demonstrate that there are no suitable sites available first in centre, then edge of centre and then if no sites can be found, out of centre. Edge and out of centre retail sites must be well connected to the town centre and if a sequential test cannot be satisfied that planning permission may not be approved.

Chester District Local Plan

3.11 **Saved Policy RET10** states that applications for retail within the listed suburban shopping centres must improve, retain or enhance the vitality and viability and must not adversely affect the city centre.

Ellesmere Port and Neston Borough Local Plan

3.12 **Saved Policy SHOP2** states that proposals for development that is consistent with the scale and function of the local centre will be accepted in order to sustain and enhance the vitality and viability.

3.13 **Saved Policy SHOP3** explains that applications for development other than A1 will only be permitted when it can be demonstrated that the loss would not undermine the vitality and viability of the centre.

Vale Royal Borough Council Local Plan

3.14 **Saved Policy STC1** explains the retail hierarchy, detailing Northwich and Winsford as the town centres, moving into larger village centres to local centres. The policy details the uses that would be appropriate scale in their position in the retail hierarchy.

Neighbourhood Plans

3.15 The plan highlights the importance of Neighbourhood Plans within the borough and their ideal position in identifying deficiencies in community facilities and ensuring survival for existing ones. Currently, there are four Neighbourhood plans made in Cheshire West and Chester, Winsford, Tattenhall, Norley and Malpas.

3.16 Alongside this, four Neighbourhood Plans have been through examination and referendum on 5th May 2016 and are awaiting to be made by the Council. They are Hartford, Helsby, Neston and Tarporley. As these plans are not made, the full weight of the development plan cannot be given. However, as they are in advanced stages, significant weight can be given.

Winsford Neighbourhood Plan

3.17 Within Winsford Neighbourhood Plan, a policy referring to a Local Retail Centres, Delamere Street and High Street.

3.18 ***“Policy TTC3: The Town Council will work with CWACC to develop a strategy to improve the old High Street and Delamere Street that:***

- *encourages and supports small businesses through initiatives such as shopfront improvements;*
- *provides an attractive pedestrian environment, both for movement between the Town Centre and the River Weaver Valley and for sitting outside the shops and cafes;*
- *reduces the impact of parked cars on the pedestrian environment whilst maintaining access for vehicles, so supporting the businesses.”*

3.19 There are a few sites allocated for development along High Street in the Winsford Neighbourhood Plan. These include **policies TC 7, TC 8, TC 9 and TC 10.**

Tattenhall Neighbourhood Plan

3.20 Tattenhall Neighbourhood Plan has a defined village heart and has identified key community facilities. The Plan confirms that *“The Parish Council will encourage businesses to improve local employment opportunities. The creation of more individual retail units within the Parish will be encouraged.”*

3.21 **Policy 4** relates to the village centre and its support for development that enhances and diversifies the existing centre. Loss of shops and services will be resisted unless reasonable efforts to continue the use can be demonstrated.

Malpas Neighbourhood Plan

3.22 Malpas Neighbourhood Plan has a defined village centre, which relate to the policies below.

3.23 **Policy SF1** relates to the village centres and defines the extent of the centre. The policy states that the village centre *“should remain the focal area where shops, services and community facilities are clustered. New retail uses (use classes A1 to A5) should be provided within, or on the edge of, this area unless a sequential test demonstrates that there are no suitable sites available”*. The policy also encourages new uses that are proportionate to the existing centre and should meet the day to day needs of the community. Loss of existing retail will be resisted within the centre and changes should not prejudice the active street frontages.

3.24 Policy SF2 relates to Church Street in the centre of the village and states "*Development proposals must respect this distinctive character and contribute to the creation of a niche area with a mix of appropriate uses including high quality food and drink, specialist retail outlets and residential properties.*"

Helsby Neighbourhood Plan (referendum version)

3.25 The plan highlights the decline in retail in the village. The Neighbourhood Plan has a policy relating to the retention of community buildings.

3.26 Policy HNP SL7 - Cafes and Restaurants encourages change of use of buildings to provide cafes and restaurants in the village, subject to certain conditions are met.

Hartford Neighbourhood Plan (referendum version)

3.27 The plan highlights an issue with parking in the centre of the village and new proposals in the village centre should provide additional parking.

3.28 Policy LE2 confirms that the loss of existing A1 and A3 uses within the village will be resisted.

Neston Neighbourhood Plan (referendum version)

3.29 Although Neston is defined as a Town Centre in the retail hierarchy, the Neston Neighbourhood Plan does have a policy for Town Lane and West Vale, both in Little Neston. Both these centres have been assessed in chapter 5 of this report, under the rural section.

3.30 The **policy NNR3: Town Lane and West Vale Lane Local Retail Areas** states that other uses for shops will be considered if the unit is marketed for 12 months and doesn't affect the vitality and viability of the centres and doesn't harm to residential amenity.

Tarporley Neighbourhood Plan (referendum version)

3.31 Policy TE3 - Supporting a Range of Goods and Services in the Village Centre Shopping Area. This policy supports new retail and services, which enhances vitality and viability of the centre. Mixed use schemes that include offices and residential will be supported, but sole residential development will not. The policy states that the majority of ground floor units within the shopping area should fall under the A1 use class or community facility. New retail will need to demonstrate their goods and services complement the existing offer. This development should be located within the shopping area and be sympathetic to the existing character.

4 Producing the evidence base for local retail centres

4.1 ECON 2 is the strategic policy that relates to town centres within the Local Plan (Part One). The policy states the retail hierarchy within Cheshire West and Chester. This includes Chester as a sub-regional centre, Northwich as a strategic centre and Ellesmere Port, Winsford, Frodsham and Neston as town centres. These centres will be assessed in a separate review of the primary and secondary shopping frontages and primary shopping areas and will therefore not feature within this report.

4.2 Within the hierarchy, District and Local Retail Centres need to be identified for the Local Plan (Part Two). Therefore, the purpose of this review is to make recommendations for District centres, Local centres and parade of shops that will not have a designation and will not be considered a retail centre.

4.3 In order to identify Local Retail Centres, this review will survey the existing 50 Local Retail Centres in the borough. They are listed by spatial area and Key Service Centre:

4.4 Ellesmere Port and Neston Local Plan

- Whitby, Little Sutton, Great Sutton, Westminister, Bunbury Green, Church Parade, Gleneagles Road (Little Sutton), Hope Farm, Loxdale Drive, Overpool, Pooltown Road, Princes Road, Raddle Wharf, Regent Street (The Arcade), Thelwall Road (Sutton Way), Town Lane (Little Neston), Underwood Drive (Whitby), West Vale, Willaston, Wolverham (Milton Road), Whitby Heath (Chester Road) and Whitby Heath (Woodlands Road) from the Ellesmere Port and Neston Local Plan

4.5 Vale Royal Local Plan

- Tarporley, Hartford, Weaverham, Helsby, Station Road (Northwich), Middlewich Road (Northwich), Chester Road and Castle Street (Northwich), High Street (Winsford) and Delamere Street (Winsford) from Vale Royal Local Plan

4.6 Chester Local Plan

- The Parade (Blacon), Western Avenue (Blacon), Cliveden Road (Lache), Garden Lane, Faulkner Street (Hoole), Brook Street, Christleton Road (Boughton), Green Lane (Vicars Cross), Caldys Valley (Boughton Heath), Mill Lane (Bache), Weston Grove (Upton), Long Lane (Upton), Kingsway, Castle Croft Road (Westminister Park), Handbridge, Chester Street (Saltney), Sealand Road, Queen's Road (Vicars Cross) and Boughton in the Chester City Local Plan

4.7 In addition to the designated Local Centres, the following areas will also be assessed for their potential to be included as a Local Centre:

- Davenham (Northwich)
- Kingsmead (Northwich)

4.8 Key Service Centres will also be assessed to identify if they are Local Retail Centre during this report. Although, Frodsham and Neston are Key Service Centres, they have been identified as a town centre in the Local Plan (Part One). Therefore, they will not be assessed as part of this study. Helsby and Tarporley have previously been identified in the Vale Royal Local Plan. They are:

- Cuddington, Sandiway, Neston, Parkgate, Tattenhall, Frodsham, Helsby, Tarvin, Tarporley, Kelsall, Malpas and Farndon

4.9 Within each centre and other potential centres the survey will establish:

- the use classes that exist, as this will enable an understanding of the diversity of use
- if the boundaries of the centre are still relevant and whether they need altering
- identify the role of the centre i.e District / Local / Parade of Shops
- vacancy rates within the centre
- the accessibility of the centre through public transport, parking and pedestrian routes

4.10 A desktop survey will also be undertaken to give a more rounded view of the area. This will:

- confirm planning permission for developments that have the potential to affect the local retail centre, including refusals
- allocations in the Local Plan (Part One) and their potential impact
- consider comments from the Local Plan (Part Two) issues consultation (see Appendix C)
- consider National and Local policies on retail hierarchy
- ensure correct use classes with the latest Use Class Order 2015
- highlight the proximity to other centres
- consider made Neighbourhood Plans within the relevant areas

4.11 The NPPF confirms the definitions it uses. The following will be helpful for this report:

"Town centre: Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres."

"Edge of centre: For retail purposes, a location that is well connected and up to 300 metres of the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances."

"Out of centre: A location which is not in or on the edge of a centre but not necessarily outside the urban area."

"Out of town: A location out of centre that is outside the existing urban area."

"Main town centre uses: Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)."

4.12 PPS 4 has been revoked since the introduction of the NPPF in 2012. However, much of PPS 4 is still relevant, especially the definitions for different centres within a retail hierarchy. Therefore, three designations have been used for this document. A District Centre, Local Centre and Parade of Shops. It is important to note that a Parade of shops will not be considered a centre. Another term has been used for centres that have been recommended for deletion. Out of centre retail is used for centres that are too large to be called a parade of shops, but do not satisfy the local centre criteria.

"District Centres will usually comprise of a group of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library."

"Local Centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, such as a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and laundrette. In rural areas, large villages may perform the role of a local centre."

"Small Parade of Shops of purely neighbourhood significance are not regarded as centres"

4.13 PPS 4 also defines description of types of development in retail that will be useful for this report. They are:

"Convenience shopping: Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery."

"Supermarkets: Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking."

"Superstore: Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 square meters trading floorspace, with supporting car park."

"Retail warehouse: Large stores specialising in the sale of household goods (such as carpets, furniture and electronic goods), DIY items and other ranges of goods, catering mainly for car-borne customers."

"Retail parks: An agglomeration of at least three retail warehouses."

4.14 Data has been collected by a site visit to each centre identified. The information was completed on a proforma and analysed further. Quantitative data has been collected on use classes and vacancies to help understand the diversity of the centre. This will allow the centres to be compared against each

other. Qualitative data was also be collected relating to the vitality and viability of the centre and accessibility.

4.15 The quantitative data has been entered into a spreadsheet and the data can be viewed in Chapter 5 for each spatial area. This allows the data to be analysed and presented in an easy to view format.

5 Survey results and analysis

5.1 Appendix A contains the survey information for each Local Retail Centre and includes existing policy designation, location and description, proximity to other retail centres, accessibility, range of uses and the recommendation. These are grouped by spatial areas in the Borough: Chester, Ellesmere Port, Northwich, Winsford and Rural (including Key Service Areas).

5.2 This section provides a summary of the survey findings for each area and implications for potential policy in the Local Plan (Part Two).

Chester

5.3 Within the Chester Local Plan, the previous designation for local retail centres is under policy **RET 10**. There are 19 designated suburban shopping centres. In addition to the designated centres, another potential centre (Tarvin Road) was assessed in the Chester area. Table 5.1 below provides an overview of these centres, their diversity of uses and current vacancy rate (as of February 2015).

5.4 This designation within the Chester Local Plan on the policy map was signified by a blue square rather than a clearly defined boundary. This review will therefore seek to define a boundary line, taking account of the role and function of each centre.

5.5 From the existing 19 Suburban Shopping Centres, and an additional assessed centres the study recommends:

- 1 District Centres
- 13 Local Retail Centres
- 5 previous centres recommended for deletion
- 1 potential centre not considered a local retail centre

5.6 Further details are provided below and detailed assessments can be found in appendix A.

Table 5.1 Chester Local Retail Centre Assessment (Number)

Name	Convenience Store	Total Units	A1	A2	A3	A4	A5	B1	D2	Other	Units Vacant	Recommended Designation
Boughton	Yes	43	22	6	1	2	6	1	0	3	2	District Centre
Chester Street, Saltney	Yes	34	21	0	1	2	7	0	0	3	0	Local Retail Centre
Christleton Road, Boughton	Yes	21	11	1	0	1	3	0	0	3	2	Local Retail Centre
Garden Lane	Yes	21	8	4	1	1	4	0	0	3	0	Local Retail Centre

Green Lane, Vicars Cross	Yes	11	6	0	0	1	1	0	0	3	0	Local Retail Centre
Handbridge	Yes	24	13	1	2	3	1	0	0	4	0	Local Retail Centre
Kingsway	Yes	15	8	1	1	0	2	0	0	3	0	Local Retail Centre
Long Lane, Upton	Yes	10	6	0	1	0	1	0	0	2	0	Local Retail Centre
Mill Lane, Bache	Yes	8	7	0	0	0	1	0	0	0	0	Local Retail Centre
The Parade, Blacon	Yes	11	8	0	0	0	2	0	0	1	0	Local Retail Centre
Westminster Park	Yes	11	5	0	1	0	1	0	0	1	3	Local Retail Centre
Weston Grove, Upton	Yes	14	4	1	1	0	4	0	0	3	1	Local Retail Centre
Brook Street	Yes	63	30	1	7	4	7	1	0	8	5	Local Retail Centre
Faulkner Street, Hoole	Yes	68	34	9	5	4	4	0	2	7	3	Local Retail Centre
Sealand Road	Yes	5	4	0	0	0	0	0	0	1	0	Out of centre
Caldy Valley Retail Centre	Yes	6	6	0	0	0	0	0	0	0	0	Out of centre retail
Cilvden Road, Lache	Yes	8	3	1	0	0	1	0	0	0	3	parade of shops
Queens Road, Vicars Cross	Yes	4	2	0	0	0	0	0	1	0	1	parade of shops
Western Avenue, Blacon	Yes	6	4	0	0	0	1	0	0	1	0	parade of shops
Tarvin Road, Boughton	No	24	13	4	2	1	0	0	0	2	2	parade of shops

Table 5.2 Chester Local Retail Centre Assessment (Percent)

Name	Coverage Store	Total Units	A1 (%)	A2 (%)	A3 (%)	A4 (%)	A5 (%)	B1 (%)	D2 (%)	Other (%)	Vary Rate %	Recommended Designation
Boughton	Yes	43	51%	14%	2%	5%	14%	2%	0%	7%	5%	District Centre

Chester Street, Saltney	Yes	34	62%	0%	3%	6%	21%	0%	0%	9%	0%	Local Retail Centre
Christleton Road, Boughton	Yes	21	52%	5%	0%	5%	14%	0%	0%	14%	10%	Local Retail Centre
Garden Lane	Yes	21	38%	19%	5%	5%	19%	0%	0%	14%	0%	Local Retail Centre
Green Lane, Vicars Cross	Yes	11	55%	0%	0%	9%	9%	0%	0%	27%	0%	Local Retail Centre
Handbridge	Yes	24	54%	4%	8%	13%	4%	0%	0%	17%	0%	Local Retail Centre
Kingsway	Yes	15	53%	7%	7%	0%	13%	0%	0%	20%	0%	Local Retail Centre
Long Lane, Upton	Yes	10	60%	0%	10%	0%	10%	0%	0%	20%	0%	Local Retail Centre
Mill Lane, Bache	Yes	8	88%	0%	0%	0%	13%	0%	0%	0%	0%	Local Retail Centre
The Parade, Blacon	Yes	11	73%	0%	0%	0%	18%	0%	0%	9%	0%	Local Retail Centre
Westminster Park	Yes	11	45%	0%	9%	0%	9%	0%	0%	9%	27%	Local Retail Centre
Weston Grove, Upton	Yes	14	29%	7%	7%	0%	29%	0%	0%	21%	7%	Local Retail Centre
Brook Street	Yes	63	48%	2%	11%	6%	11%	2%	0%	13%	8%	Local Retail Centre
Faulkner Street, Hoole	Yes	68	50%	13%	7%	6%	6%	0%	3%	10%	4%	Local Retail Centre
Sealand Road	Yes	5	80%	0%	0%	0%	0%	0%	0%	20%	0%	Out of centre
Caldy Valley Retail Centre	Yes	6	100%	0%	0%	0%	0%	0%	0%	0%	0%	Out of centre retail
Cilvden Road, Lache	Yes	8	38%	13%	0%	0%	13%	0%	0%	0%	38%	parade of shops
Queens Road, Vicars Cross	Yes	4	50%	0%	0%	0%	0%	0%	25%	0%	25%	parade of shops
Western Avenue, Blacon	Yes	6	67%	0%	0%	0%	17%	0%	0%	17%	0%	parade of shops
Tarvin Road, Boughton	No	24	54%	17%	8%	4%	0%	0%	0%	8%	8%	parade of shops

District Centres

5.7 There is a diverse range of centres within Chester. Some centres are smaller and have a focus on the convenience end of the market. Some centres, such as Boughton that has been recommended as a district centre has a diverse range of shops offering convenience to the local community along with more specialist shops, which are more independent in nature.

5.8 Boughton has undergone some retail regeneration as the former Boughton Retail Park has been redeveloped for Waitrose with additional retail units. There are also plans for offices and a hotel to be developed on the site. There is further residential development planned for this area and the Chester Business Quarter will be emerging over the coming years. Boughton is very close to the east of Chester City Centre and is located west of Christleton Road. There is a diverse range of shops in the centre, including a variety of convenience and comparison shopping. Other uses include hot food take aways, office space, drinking establishments and other uses such as a tattoo parlour. The centre is very accessible due to its proximity to the city centre. Many buses pass the centre and Chester train station is walkable, especially with the new access over the canal. There is a high footfall along Boughton, with many people walking in and out of the city centre.

Local Retail Centres

5.9 There has been 13 centres recommended as a local retail centre. This is due to the size and location of the shops. However, they all offer convenience to their local community and wider passing trade. The recommended centres are:

- Brook Street
- Chester Street (Saltney)
- Christleton Road
- Faulkner Street (Hoole)
- Garden Lane
- Green Lane (Vicars Cross)
- Handbridge
- Kingsway
- Long Lane (Upton)
- Mill Lane (Bache)
- The Parade (Blacon)
- Westminster Park
- Weston Grove

5.10 Brook Street is a vibrant high street that has close connections with Chester shopping streets and is in close proximity to the train station. There is also a number of residential properties in the area, that are both high density apartments, market housing and social housing. Brook Street is currently designated as a suburban shopping centre. Brook Street does have the variety of uses and is highly accessible due to its location. However, Brook Street does lack a supermarket and doesn't offer other community facilities such as banks or a library. Therefore, could not be designated as a district centre,

but would satisfy the local centre criteria as there are a few convenience shops, Post Office and hot food take aways. Therefore, it is recommended that Brook Street is a local retail centre.

5.11 Chester Street in Saltney. The majority of the centre is within Handbridge Ward to the north, however some of the centre is in the Lache Ward in the south. Saltney is on the England Wales border, with an industrial estate to the west of the centre in Flintshire. There is a train line running through the centre, but there is no station in Saltney. There is a community hall, two churches and a supermarket in and around the centre. There is a range of uses in the centre, many of which are convenience. It has been recommended that Saltney is a local retail centre.

5.12 Christleton Road is on the A5115 and is on a main route in and out of the City. There is a range of convenience shops in the centre, including two butchers, a greengrocer and a Post Office. There is also two public houses, a medical centre, primary school and secondary school nearby. This centre has been recommended as a local retail centre.

5.13 Faulkner Street is a large centre off Hoole Road, a major road connecting the motorway with Chester City Centre. The shops have expanded over the years and are located along Charles Street as well as Faulkner Street. Many of the residential dwellings near the centre are terrace housing and many of the units have residential accommodation above. Many of the units are occupied by independent shops, and there have been a few units that have converted into bars and restaurant over the past few years. There is a good mix of independent and national retailers, with shops like Boots and a number of smaller convenience shops, including The Co-Op and Sainsbury's. Faulkner Street doesn't have a large supermarket and therefore cannot be considered as a district centre, but does have a diverse range of units and is recommended as a local retail centre.

5.14 Garden Lane is located north west of Chester City Centre. The Garden Quarter includes the main campus of the University of Chester, which is north of the centre. Garden Lane is located between the University and the city centre. Many of the units within the centre reflect the student nature, with hot food take aways, taxi office and letting agents. Therefore, it is recommended that Garden Lane is a local retail centre.

5.15 Green Lane is located between the A51 and A41 and is the main access for many residents in Vicars Cross. There is a Primary School, Community Centre, Church, Library and Public House within walking distance of the shops. There is a Spar at the centre along with other convenience uses. It is therefore recommended that Green Lane is a local retail centre.

5.16 Handbridge is currently designated as a suburban shopping centre. The centre is busy and many people travel on foot due to its location next to the city centre. The shops are located on a busy through road that is used to enter and leave the city centre. There is a good diverse range of uses and offer other services to local community, such as hot food take aways and a pharmacy. The centre is close to the River Dee, which attracts many tourists and there is a playing field opposite the shops. Therefore, centre is used more widely than the local neighbourhood and is recommended that Handbridge to become a local retail centre.

5.17 Kingsway is within the Newton Ward, north of the City of Chester. There is a playing fields, with a park to the south of the centre, which leads to a network of cycle paths across the city. To the west of the centre is a public house and church. Kingsway also has access to the A41 to the east. There are some convenience shops in the centre and other uses such as a community cafe. Therefore, it is recommended that Kingsway is a local retail centre.

5.18 Long Lane is designated as a suburban shopping centre in the Chester Local Plan. The centre is located on the A41 and is in close proximity to the major visitors attraction of Chester Zoo. The centre is on a main road that connects Chester with the Wirral and has a good level of passing trade. The centre has mainly A1 use, but does offer other uses such as a hot food takeaway along with two convenience shops. As the shops are used by a wide catchment of the local community and passers by it is therefore recommended that Long Lane is designated as a local retail centre.

5.19 Mill Lane is designated as a suburban shopping centre in the Chester Local Plan. There is a large supermarket in the centre that holds many other uses, such as a pharmacy, dry cleaners and cafe. The small collection of shops is mainly A1 use, including a post office, off licence, cafe and a hot food take away. Although there is a large supermarket, the centre is small and doesn't contain other uses such as banks, non-retail services and public facilities that would meet a district centre criteria. Therefore, it is recommended that Mill Lane is designated as a local retail centre.

5.20 The Parade is located on Blacon Avenue, which is a route through Blacon that leads to Saughall. There is a Primary School to the south of the centre and a church and community hall to the north. There is major redevelopment works happening at the centre that is mainly residential, with some additional retail. There is a good range of uses in the centre, and footfall will be increased with the new residential developments. It is therefore recommended that The Parade is a local retail centre.

5.21 Westminster Park is currently designated as a suburban shopping centre in the Chester Local Plan. There is a high vacancy rate within the centre and many of the units are related to hair and beauty. However, there is a convenience shop, with a post office along with a hot food take away and a pharmacy. The are easily accessible from Lache Lane and is in close proximity to a local Primary School. The car park is well used, indicating that a wider catchment is attracted to the shops. Therefore, it is recommended that Westminster Park is designated as a local retail centre.

Parade of shops or out of centre retail

5.22 Five centres that have previously been designated as local retail centres in the Chester Local Plan have been recommended for deletion and one potential centre has been assessed as not appropriate as a local retail centre. Two have been assessed as not being local retail centres given they are out of centre retail parks and serve a much larger catchment than local centres would. Three are small collection of shops without the diversity of town centre uses. They offer some convenience to the community, however, this is purely of neighbourhood significance and therefore couldn't be considered a centre.

- Cliveden Road
- Queen's Road (Vicars Cross)
- Western Avenue (Blacon)

5.23 Two centres have been considered out of centre retail. They are:

- Caldy Valley
- Sealand Road

5.24 Tarvin Road has not previously been designated in a Local Plan and this document has assessed the area as a potential centre.

5.25 Cliveden Road is located south west of the city centre. The centre is on a suburban street in the Lache and is linked with Hough Green, which leads into Wales. There is six units located around a roundabout. There is a high level of vacancies in the centre, although there is a convenience shop. Due to its location, within a residential area that is unlikely to have many commuters through the area and the role and function the centre plays in the community, it is considered that Cliveden Road is neighbourhood significance rather than a local retail centre and is recommended for deletion.

5.26 Queens road is located in the residential area of Vicars Cross and is close to Green Lane, a main road through the suburb. The centre is small, consisting of four units. There is a newsagent, however the other uses are not associated with a Local Retail Centre. It is therefore recommended that the centre is deleted as a Local Retail Centre.

5.27 Western Avenue is situated in the suburban area of Blacon, in close proximity of another local retail centre, The Parade (proposed local retail centre), which is on the main route through the area. The centre is located on a through road to Blacon and contains a small supermarket, pharmacy and hot food take away. However, due to the location on a suburban road leading in and out of Blacon, the shops are neighbourhood significance rather than a local retail centre. It is therefore concluded that Western Avenue is no longer considered a retail centre and is recommended for deletion.

5.28 An additional centre of Tarvin Road was considered as part of this report. This is located between Boughton (a proposed district centre) and Christleton Road (a proposed local retail centre). The proposed centre has a collection of shops, many of which are independent retailers. Although this proposed centre is very accessible, there is no convenience shop and no other shops that satisfy the local retail criteria. It is therefore recommended that Tarvin Road is no considered a retail centre.

5.29 Caldy Valley is located on Caldy Valley Road, which is in easy access of the A41 and A55. The current designation under the Chester City Local Plan is a suburban shopping centre. The centre is accessible by car, bus, walking and cycling and serves a large community, including commuters and residents to the east of Chester. There is no vacancies and the centre is busy and well used. However, the area contains a Sainsbury's supermarket alongside Caldy Valley Retail Park, which consists of Pets at Home, Halfords, Rightways and B&M. The retail park contains retail warehouses mainly selling bulky goods. Although B&M has permission for a small amount of floorspace to allow convenience goods sales within its store. The market this area attracts is wider than the local community and is synonymous with an out of centre retail park. As the is considered a retail park, which does not satisfy the criteria and therefore cannot be considered as a local retail centre and is recommended for deletion.

5.30 Sealand Road is located on a main route in and out of the city on the A548 to the north west. Chester West Business Park is nearby along with Sealand Industrial Estate. There has been changes on the site since it was designated as a suburban shopping centre. There was previously a market style building that offered a range of shopping options. This has now been replaced by Tesco. There is also an Aldi south west of the Tesco that was allocated for convenience retail. To the north of the centre is the Greyhound Park and Chester Retail Park, which are an out of centre retail park. It is therefore recommended that as the site contains just two supermarkets, it can not be considered as a centre due to the lack of range and diversity in uses and is considered as out of centre retail.

Ellesmere Port

5.31 A total of 19 local retail centres were assessed as they have previously been designated in the Ellesmere Port and Neston Local Plan.

5.32 There are two levels of local retail within the Ellesmere Port and Neston Local Plan. Four larger centres are designated as local shopping centres under **policy SHOP2**. They are:

- Whitby
- Little Sutton
- Great Sutton
- Westminster

5.33 The lower tier of the hierarchy is Small Shopping Centres and fall under **policy SHOP3**. There are currently 15 small shopping centres in Ellesmere Port and they are included in Table 5.2 below, which provides an overview of these centres, including SHOP 2 centres, their diversity of uses and current vacancy rate (as of February 2015).

5.34 Although the boundary has been defined within local shopping centres the small shopping centres are defined on the policies map with a triangle. This is open to interpretation and it would be difficult to confirm if changes to a boundary have taken place in these centres. A boundary line will define all new local retail centres within the Local Plan (Part Two).

5.35 Three centres have previously been designated within the Ellesmere Port and Neston Local Plan that would now be considered as rural through the CWAC Local Plan (Part One). Therefore, Town Lane and West Vale in Little Neston and Willaston will feature in the rural section of this report.

5.36 No centres have been recommended as a district centre. Nine centres have been recommended as a local retail centre and 10 centres have been recommended for deletion. Further details can be found below and within Appendix A of this report.

Table 5.3 Ellesmere Port Local Retail Centres Assessment (Number)

Name	Convenience Store	Total Units	A1	A2	A3	A4	A5	B1	D2	Other	Units Vacant	Recommended Designation
Wolverham	Yes	9	6	0	0	1	1	0	0	1	0	Local Centre
Westminster	Yes	35	10	6	2	0	2	3	0	9	3	Local Centre
Whitby	Yes	48	25	4	2	0	1	4	0	10	2	Local Centre
Thelwall Road, Great Sutton	Yes	8	4	0	0	0	2	0	0	2	0	Local Centre
Glen Eagle Road	Yes	7	5	0	0	0	1		0	0	1	Local Centre
Great Sutton	Yes	15	7	0	0	1	2	0	0	4	1	Local Centre

Hope Farm	Yes	11	7	0	0	0	1	0	0	2	1	Local Centre
Overpool, Rivacre Road	Yes	26	16	3	1	0	4	0	0	1	1	Local Centre
Little Sutton	Yes	78	33	19	5	2	5	0	2	7	5	Local Centre
Bunbury Green	Yes	5	2	0	0	0	1	0	0	0	2	parade of shops
The Arcade, Regent Street	Yes	7	2	0	1	0	2	0	0	1	1	parade of shops
Pooltown Road	Yes	3	2	0	0	0	1	0	0	0	0	parade of shops
Princes Road	Yes	3	2	0	0	0	0	0	0	0	1	parade of shops
Church Parade	No	8	2	0	0	0	0	0	0	1	5	parade of shops
Raddle Wharf	No	8	2	0	0	0	0	2	1	0	3	parade of shops
Woodland Road, Whitby	Yes	5	4	0	0	0	1	0	0	0	0	parade of shops
Underwood Drive, Whitby	Yes	5	3	0	0	0	0	0	0	0	2	parade of shops
Whitby Heath, Chester Road	No	8	4	2	0	0	0	0	0	2	0	parade of shops
Loxdale Drive	Yes	5	3	0	0	0	2	0	0	0	0	parade of shops

Table 5.4 Ellesmere Port Local Retail Centre Assessment (Percent)

Name	Convenience Store	Total Units	A1 (%)	A2 (%)	A3 (%)	A4 (%)	A5 (%)	B1 (%)	D2 (%)	Other (%)	Vary Rate %	Total (%)	Recommended Designation
Wolverham	Yes	9	67%	0%	0%	11%	11%	0%	0%	11%	0%	100%	Local Centre
Westminster	Yes	35	29%	17%	6%	0%	6%	9%	0%	26%	9%	100%	Local Centre
Whitby	Yes	48	52%	8%	4%	0%	2%	8%	0%	21%	4%	100%	Local Centre
Thelwall Road, Great Sutton	Yes	8	50%	0%	0%	0%	25%	0%	0%	25%	0%	100%	Local Centre
Glen Eagle Road	Yes	7	71%	0%	0%	0%	14%		0%	0%	14%	100%	Local Centre

Great Sutton	Yes	15	47%	0%	0%	7%	13%	0%	0%	27%	7%	100%	Local Centre
Hope Farm	Yes	11	64%	0%	0%	0%	9%	0%	0%	18%	9%	100%	Local Centre
Overpool, Rivacre Road	Yes	26	62%	12%	4%	0%	15%	0%	0%	4%	4%	100%	Local Centre
Little Sutton	Yes	78	42%	24%	6%	3%	6%	0%	3%	9%	6%	100%	Local Centre
Bunbury Green	Yes	5	40%	0%	0%	0%	20%	0%	0%	0%	40%	100%	parade of shops
The Arcade, Regent Street	Yes	7	29%	0%	14%	0%	29%	0%	0%	14%	14%	100%	parade of shops
Pooltown Road	Yes	3	67%	0%	0%	0%	33%	0%	0%	0%	0%	100%	parade of shops
Princes Road	Yes	3	67%	0%	0%	0%	0%	0%	0%	0	33%	100%	parade of shops
Church Parade	No	8	25%	0%	0%	0%	0%	0%	0%	13%	63%	100%	parade of shops
Raddle Wharf	No	8	25%	0%	0%	0%	0%	25%	13%	0%	38%	100%	parade of shops
Woodland Road, Whitby	Yes	5	80%	0%	0%	0%	20%	0%	0%	0%	0%	100%	parade of shops
Underwood Drive, Whitby	Yes	5	60%	0%	0%	0%	0%	0%	0%	0%	40%	100%	parade of shops
Whitby Heath, Chester Road	No	8	50%	25%	0%	0%	0%	0%	0%	25%	0%	100%	parade of shops
Loxdale Drive	Yes	5	60%	0%	0%	0%	40%	0%	0%	0%	0%	100%	parade of shops

Local retail centre in Ellesmere Port

5.37 Nine centres have been recommended for designation as a local retail centre. They are:

- Gleneagles Road
- Great Sutton
- Hope Farm
- Little Sutton
- Overpool
- Thelwall Road
- Westminster
- Whitby
- Wolverham

5.38 Gleneagles Road Centre has good access via public transport and car and is accessible on foot for many residents. There is a large residential development allocated close to the centre that could increase the footfall at the centre, although there are larger centres in close proximity and a neighbourhood centre is planned for the new development. However, currently this is the only retail centre to the west of the A41. The centre does have a convenience shop and a hot food takeaway. The nearby Ledsham Road development has outline planning permission for 1,500 dwellings and approval for one 400sqm convenience shop in the development area (13/04015/OUT). There is a public house within the centre and community green space adjacent to the centre. It is therefore recommended that Gleneagles Road is allocated as a local retail centre.

5.39 Great Sutton is currently designated as a local shopping centre in the Ellesmere Port and Neston Local Plan. The current designation area is large and covers uses such as residential and non clustered units. The centre includes uses such as a convenience shop, a pharmacy, laundrette and hot food take aways. As Great Sutton doesn't have a supermarket, it doesn't satisfy the district centre criteria, but does attract a larger catchment and includes many community uses. Therefore, Great Sutton is recommended as a local retail centre.

5.40 Hope Farm is located south west of the town centre of Ellesmere Port. There are a number of retail units along with other uses in the area including a library, community centre, church and medical centre. The centre has one vacant unit, however there is a planning application on the unit for change of use to a hot food take away. There are a range of uses in the centre including a post office, convenience shop, newsagents, and pharmacy. Many local people visit the centre to meet their day to day needs. It is recommended that Hope Farm is a local retail centre.

5.41 Little Sutton is a large centre that is accessible and includes a train station in walking distance. There is a very diverse offer within the centre, including a large number of professional units that fall under the A2 use class. The centre is located on the A41 that connects Chester and Liverpool and attracts a high level of passing trade. There is a Tesco Express within the area of the centre, however it is not connected to the existing cluster of shops. Although a large centre, with a range of non retail uses, alongside town centre uses that are very accessible, there is no supermarket within the main centre. Therefore, the centre does not satisfy the district centre criteria, but does satisfy the local retail criteria. Therefore, Little Sutton is recommended as a local retail centre.

5.42 Overpool centre is located on the B5132 and is the main road that runs through the area. There are two cluster of shops that is separated by Rossmore Road West and Rossmore Court. There is a cemetery in close proximity to the centre. There is a train station in walkable distance as well as bus stops. There is a relatively low vacancy rate at 4% and most of the units are A1 use class. There are convenience shops including a pharmacy and post office. Other uses include hot food take aways and a café. It is therefore considered appropriate for Overpool to be designated as a local retail centre.

5.43 Thelwall Road Centre is located at a T junction with the very busy road of Sutton Way to the south and Thelwall Road running through the middle of the centre. There is a primary school to the south and a community centre, nursery school and church to the north. There is a Tesco Metro at the centre, which was once a public house; along with another convenience shop and hot food takeaways. There are no vacant shops at the centre. There is an informal parking arrangement on Thelwall Road

and Tesco has a small car park. There is also a bus stop that is convenient for the shops. This centre is also well used by the local community and is recommended to be a local retail centre.

5.44 Westminster is currently designated as a local shopping centre in the Ellesmere Port and Neston Local Plan. The centre is located on a busy through road between the M53 and Ellesmere Port town centre. There are a couple of national retail chains selling bulky goods along with a range of other uses such as letting shops, educational facilities and garages. The centre is very accessible in close proximity to the train station, local residents and the town centre. Westminster has a limited amount of convenience shops, with the majority in the use class A1 being comparison. As the centre comes under the SHOP 2 policy in the Ellesmere Port and Neston Local Plan, there is a defined boundary. This includes the retail park to the east and the units towards the train station. The retail park contains units that sell bulky goods, that serves a wider catchment and not typical uses in a local retail centre. Therefore, the boundary has been amended to reflect the local nature of the centre, to include the small shops that are local in nature. The units towards the train station are separated by the junction with Meadow Lane and feel detached from the main frontage of shops along Station Road. Therefore, the units around Europa Way have been excluded from the boundary. The boundary recommended for the local retail centre is concentrated around the cluster of shops on Station Road.

5.45 Whitby is designated as a local shopping centre in the Ellesmere Port and Neston Local Plan. The centre is located on a busy road, which leads to the town centre. There is a Morrisons at the centre along with a range of uses such as shops, professional units and offices. The centre is accessible as there are a number of bus stops and a free public car park. Vacancy rates in the centre are also low. Although the centre does have a superstore and satisfies some of the district centre criteria, there are many uses that are not town centre uses. The centre is in close proximity to the town centre, which has a similar retail offer and therefore will limit the catchment the centre attracts. Therefore, Whitby is recommended as a local retail centre.

5.46 Wolverham is located south east of Ellesmere Port Town Centre on the roundabout between Milton Road and Wolverham Road. The centre is close to two primary schools, a parish centre and playing fields. The shop units are part of the modern development, with residential dwellings above. There is no dedicated parking, however shoppers can park on the street. Although close to the town centre, Wolverham is the only proposed local retail centre serving the day to day needs of the community south east of the town centre. There are no vacant units and the majority of uses are A1, which include a convenience shop and post office. There is also a public house and hot food take away at the centre. It is recommended that Wolverham is a local retail centre.

Parade of shops in Ellesmere Port

5.47 Out of the previously designated 19 centres, 10 are recommended for deletion as a local retail centre. They are:

- Bunbury Green
- Church Parade
- Loxdale Drive
- Pooltown Road

- Princes Road
- Raddle Wharf
- The Arcade, Regent Street
- Underwood Drive
- Whitby Heath
- Woodland Road

5.48 Bunbury Green is a small centre on a quiet suburban street, south of Ellesmere Port. There is currently four units at the centre, one of which is vacant. There is also a vacant public house south east of the shops that has a planning application to demolish the public house and build residential dwellings and change the use to a b&b. The shops are in close proximity to Cheshire Oaks. The centre is local in nature and attracts a small catchment. As the centre is of only neighbourhood significance, it is recommended that Bunbury Green is classified as a parade of shops and is deleted as a retail centre.

5.49 Church Parade is designated as a small shopping centre within the Ellesmere Port and Neston Local Plan. There are a total of eight units and over half the units in the centre are vacant (63%) and A1 use class equates to 25% of the centre. There is no convenience shop, although there is a pharmacy. The centre is quiet and doesn't have immediate access to public transport, but is close to other centres, including the town centre and a recommended local retail centre, Westminster. The centre is located within a suburban area and doesn't attract a larger catchment outside the immediate neighbourhood. Therefore, it is recommended that Church Parade is deleted as a retail centre.

5.50 Loxdale Drive consists of five units and is located on a quiet suburban street, west of Ellesmere Port. There is a small amount of informal parking at the shops and there is a bus stop in walking distance from the centre. There are three A1 shops consisting of a hairdresser, pharmacy and convenience shop and two hot food take aways. The centre is in close proximity to two recommended centres, Thelwall Road and Whitby. Due to the size and location of the centre and its local nature, Loxdale Drive is recommended for deletion as a retail centre.

5.51 Pooltown Road is located west of Ellesmere Port Town. It is a small centre that has amalgamated some units. With only three retail units at the centre. They consist of a convenience shop, hairdressers and a hot food take away. There is some parking outside the shops and a bus stop in walking distance. There is a Primary School to the east of the shops. Due to the size of the centre, these shops have a neighbourhood significance, and is recommended for deletion as a retail centre.

5.52 Princes Road is a small centre, north west of Ellesmere Port. The centre is bound by a train line to the north, although there is no train station convenient for the centre. There is no formal parking, however there is parking available on street and a bus stop within walking distance. There are three units in the centre, one of which is vacant. There is a convenience shop and a hairdressers. As the centre is small, there is not a diverse range of uses and cannot be anything more than neighbourhood significant. Therefore it is recommended that Princes Road is deleted as centre for retail.

5.53 Raddle Wharf is located on the Manchester Ship Canal and is close to the Boat Museum, north of Ellesmere Port. The shops can be difficult to access due to its location off the M53 motorway and access from the south requires driving under the motorway. Therefore, the centre doesn't have much

passing trade. However, the shops are by the Holiday Inn hotel, therefore visitors could increase footfall. The area is quiet and there are some residential properties. However, apart from the immediate vicinity, not many residents could walk to the centre, due to the main roads and canal. There is also a high number of vacant units at 38%. Other uses include A1 shops, office and a leisure centre and there is no convenience shop. The centre attracts a small catchment of people and doesn't satisfy the criteria of a local retail centre. Therefore, Raddle Wharf is recommended for deletion and will no longer be considered as a retail centre.

5.54 The Arcade was designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The area is mainly residential and is within walking distance from West Cheshire College. The centre is accessible and does have a range of uses including a convenience shop and hot food take aways. However, the centre attracts a small catchment of the surrounding neighbourhood. Therefore, The Arcade is recommended for deletion and not considered a retail centre.

5.55 Underwood Drive was designated in the Ellesmere Port and Neston Local Plan as a small shopping centre. The centre is small and on a suburban street in Ellesmere Port. The centre has a high vacancy rate at 40% and the other uses mostly cater for convenience that is for the immediate neighbourhood. Underwood Drive is also in close proximity to other centres that offer more choice including the recommended local retail centre of Whitby. Ellesmere Port town centre and Cheshire Oaks are a short journey away. Therefore, it is recommended that Underwood Drive is deleted and is not considered a retail centre.

5.56 Whitby Heath is south west of Ellesmere Port town and is in close proximity to the recommended local retail centre of Whitby. Whitby Heath is close to Ellesmere Port hospital and is on Chester Road, a main route into the town. There is an informal parking arrangement set back from the main road, outside the centre. There is no vacant shops, however there is no convenience shop for everyday needs. There is a Morrisons supermarket a short distance north in the recommended retail centre of Whitby. The uses in the centre are not synonymous to a retail centre. Therefore, it is recommended that Whitby Heath is deleted and no longer considered a retail centre.

5.57 Woodland Road connects with Chester Road to access the town centre. There is a high school west of Woodland Road and to the south is a public house and bowling green. There are five units to the cluster of shops. Four units are A1 shops, including a convenience shop, a comparison shop, two hairdressers and one A5 hot food take away. Due to its location near the recommended retail centre of Whitby and its close proximity of Ellesmere Port Town and Cheshire Oaks, it is unlikely the centre will attract a wider catchment than the immediate area. Therefore, Woodland Road is recommended for deletion and not considered a local retail centre.

Northwich

5.58 Northwich is covered by Vale Royal Local Plan and the relevant policy that defines retail areas in **policy STC 1**. There are seven centres that are located within Northwich that have been assessed. Three centres are defined as local centres, two are defined as large village centres and a further two potential centres have been assessed as a local retail centre. They are:

Large Village Centres

- Hartford
- Weaverham

Local Centres

- Station Road
- Middlewich Road
- Chester Road, Castle

Additional Assessed Centres

- Kingsmead
- Davenham

5.59 Table 5.5 below provides an overview of these centres, their diversity of uses and current vacancy rate. A detailed assessment can be found in appendix A.

5.60 Hartford Neighbourhood Plan has gone through examination and been approved by the community through a referendum. The Plan requires needs to go through a formal process within the Council to be considered made. However, as the plan is in its later stages, substantial weight can be afforded to the plan.

5.61 Five centres have been recommended as a local retail centre, three of which were previously designated. Two centres are recommended to no longer be considered a centre and classified as a parade of shops.

Table 5.5 Northwich Local Retail Centres Assessment (Number)

Name	Convenience Store	Total Units	A1	A2	A3	A4	A5	B1	D2	Other	Units Vacant	Suggested Designation
Northwich Road, Weaverham	Yes	18	13	0	0	0	3	0	0	2	0	Local Centre
Chester Road, Hartford	Yes	17	15	0	1	1	0	0	0	0	0	Local Centre

Castle Street / Chester Road, Northwich	Yes	40	18	3	3	3	8	0	0	3	0	Local Centre
Kingsmead, Northwich	Yes	13	4	0	0	1	4	0	0	4	0	Local Centre
London Road, Davenham	Yes	17	10	1	1	2	1	0	0	2	0	Local Centre
Station Road, Northwich	Yes	24	9	0	0	1	3	0	2	6	3	parade of shops
Middlewich Road, Northwich	No	5	3	0	0	0	0	0	0	2	0	parade of shops

Table 5.6 Northwich Local Retail Centre Assessment (Percent)

Name	Convenience Store	Total Units	A1 (%)	A2 (%)	A3 (%)	A4 (%)	A5 (%)	B1 (%)	D2 %	Other (%)	Vacancy Rate %	Suggested Designation
Northwich Road, Weaverham	Yes	18	72%	0%	0%	0%	17%	0%	0%	11%	0%	Local Centre
Chester Road, Hartford	Yes	17	88%	0%	6%	6%	0%	0%	0%	0%	0%	Local Centre
Castle Street / Chester Road, Northwich	Yes	40	45%	8%	8%	8%	20%	0%	0%	8%	0%	Local Centre
Kingsmead, Northwich	Yes	13	31%	0%	0%	8%	31%	0%	0%	31%	0%	Local Centre
London Road, Davenham	Yes	17	59%	6%	6%	12%	6%	0%	0%	12%	0%	Local Centre
Station Road, Northwich	Yes	24	38%	0%	0%	4%	13%	0%	8%	25%	13%	parade of shops

Middlewich Road, Northwich	No	5	60%	0%	0%	0%	0%	0%	0%	40%	0%	parade of shops
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Local retail centre

5.62 Chester Road / Castle Street is located on a main route into the town centre of Northwich. The centre has previously been identified in the Vale Royal Local Plan as a local centre with a defined boundary. The centre has a continuous high street, predominately situated on the south of Chester Road, which leads into Castle Street. The centre is largely made up of independent shops. There is a diverse range of uses including a small supermarket and post office. There are also a range of uses that contribute to an evening economy, such as hot food take aways, public houses and restaurants. There are also no vacant shops and parking is available on street and in a small car park. As it is located close to the town centre and on a main road, there is a lot of passing trade. Therefore, Castle Street is recommended as a local retail centre with slight amendments to the existing boundary. The defined boundary has been retracted to exclude residential properties and tighten the boundary line to the east. To the west, the boundary has been increased to follow the property boundaries and include the public house.

5.63 Davenham is an area south of Northwich. The area has not been previously been identified as a retail centre and is being considered as an additional centre. The cluster of retail units are largely based around London Road. The centre has a village feel and is the heart of the community. There is a diverse range of uses, which are mainly A1 shops. These include a Newsagents, with a post office; hot food take away; pharmacy and public houses. There is also no vacant units. With a diverse range of uses that are well used by the local community, Davenham is recommended as a local retail centre.

5.64 Hartford has previously been defined as a large village centre in the Vale Royal Local Plan, which was defined with a boundary. There are slight changes proposed to this boundary to include No. 33 The Green, which is now a shop. The Post Office, which is an important use in a local retail centre is important to the overall centre. However is detached from the continuing frontage of the shops on , although it is detached from the cluster of shops on Chester Road. This centre has been recommended as a local retail centre as it has a diverse range of uses, many of which are important for a local retail centre. There are also cafés and public houses that will encourage shoppers to dwell in the centre for a longer period of time.

5.65 Kingsmead is not currently designated as a centre. The units are just off a the A533 which leads to Northwich Town Centre. There are a variety of uses in the wider area including a college, schools and a nursery. The centre itself has a large number of hot food take aways and a small amount of A1 shops. Although there is a Tesco Express and a pharmacy. There are some uses important for a community, including a doctors surgery and dentist. There is also a public house on site and a large car park. The A553 runs past the centre to the east, which will attract a passing trade of a wider catchment than the immediate vicinity. Therefore, Kingsmead is recommended as a local retail centre.

5.66 Weaverham has previously been defined in the Vale Royal Local Plan as a large village centre. This consisted of a boundary line to define the centre. The proposed boundary line for the local retail centre is retracted. The new boundary will exclude the garage, car park and residential properties and will just define the retail cluster. This ensures a consistent approach across the borough. Weaverham has a diverse range of uses, many of which are important to a local retail centre and it is situated on a busy main road with passing trade. It is therefore concluded that Weaverham is recommended as a local retail centre.

Parade of shops

5.67 Middlewich Road is designated as a local centre in the Vale Royal Local Plan. The units are very spaced out along Middlewich Road. There is a small cluster of shops to the west of the street, however, there are only a few A1 shops, with one planning application to change the use into a residential unit. To the east of the street is a stand alone Co-Op with its own car park. The centre is close to Station Road that has a Tesco superstore and the town centre is close too. Middlewich Road is a B road and links south east Northwich with the town centre. However, much of the passing trade is likely to stop at the small convenience shop to the east, and unlikely to make linked trips. It is therefore recommended that Middlewich Road is deleted and not considered a retail centre.

5.68 Station Road is designated as a local centre in the Vale Royal Local Plan. There is a Tesco superstore outside the original boundary for the centre. There is a train station and bus stops at the centre. There is a range of units, including a number of hot food take aways. However, many of the units don't satisfy the local retail centre criteria. The centre is close to Northwich town centre and a retail park is close by and many visitors drive to the Tesco superstore and are unlikely to make linked trips. This results in the centre being used by the local neighbourhood. Therefore, Station Road is recommended for deletion and no longer be considered a retail centre.

Winsford

5.69 There are two local centres that have been designated in the Vale Royal Local Plan in Winsford. They designated by **policy STC 1**. They are:

- High Street
- Delamere Street

5.70 Table 5.7 and 5.8 below provides an overview of each of these centres, their diversity of uses and vacancy rate (as of March 2015) and detailed assessments can be found in appendix A.

5.71 Winsford also has a Neighbourhood Plan that was made on 19th November 2014. The main policy that relates to local centre is TTC3. The policy aims to improve to two existing centres by encouraging small businesses and improving shop frontages, improving pedestrian environments, including reducing the impact of parked cars.

Table 5.7 Winsford Local Retail Centre Assessment (Number)

Name	Convenience Store	Total Units	A1	A2	A3	A4	A5	B1	D2	Other	Units Vacant	Recommended
High Street, Winsford	Yes	33	9	6	1	1	6	0	1	4	5	Local Centre
Delamere Street, Winsford	Yes	47	22	1	1	3	6	0	0	8	6	Local Centre

Table 5.8 Winsford Local Retail Centre Assessment (Percent)

Name	Convenience Store	Total Units	A1 (%)	A2 (%)	A3 (%)	A4 (%)	A5 (%)	B1%	D2 %	Other (%)	Vacancy Rate %	Recommended
High Street, Winsford	Yes	33	27%	18%	3%	3%	18%	0%	3%	12%	15%	Local Centre
Delamere Street, Winsford	Yes	47	47%	2%	2%	6%	13%	0%	0%	17%	13%	Local Centre

Local retail centre

5.72 The two previously designated retail centres have both been recommended for Local Retail Centre designation.

5.73 Delamere Street is designated as a Local Centre in the Vale Royal Local Plan and is highlighted for improvement in policy TTC3 in the Winsford Neighbourhood Plan. The centre is diverse with a few convenience shops, including a post office in one. There are a number of hot food take aways and

drinking establishments on the street. The centre is located on a main road in Winsford and a strong passing trade. There is also a primary school close to the centre. Therefore, it is recommended that Delemere Street is designated as a local retail centre. The boundary line has been slightly amended to reflect the current day uses and cluster of residential units have been removed from the centre boundary and the Tesco Express has been included to the north west of the centre.

5.74 High Street is designated as a local centre in the Vale Royal Local Plan. The centre is in close proximity to the Town Centre, however it is separated by the A54. The centre has a diverse range of shops, however there are only a small amount of A1 shops. This could reflect the proximity to the town centre, offering different uses. There is a high amount of A5 hot food take aways, along with drinking establishments. However, there is only one restaurant in the centre. As the centre is just off the A54 and is close to the town centre, there is some passing trade and the centre will attract a larger catchment than just to immediate vicinity. The recommended local retail centre boundary differs from the original defined boundary. The boundary includes the town centre uses to the west of the centre and the boundary line has been defined tighter around the retail units and the car park has been included which is consistent with other recommended centres in the borough. The Winsford Neighbourhood Plan has allocated some sites to the east of the centre.

Rural local retail centres

5.75 There are three centres that were designated as a Small Shopping Centre under **Policy SHOP3** in the Ellesmere Port and Neston Local Plan that would now be considered as rural under the Local Plan (Part One). Therefore, they are now included in this section.

- Town Lane, Little Neston
- West Vale, Little Neston
- Willaston

5.76 Within the Vale Royal Local Plan, three rural centres were identified as a large village centre under **policy STC 1**. These are also key service centres in the Local Plan (Part One). They are:

- Frodsham
- Tarporley
- Helsby

5.77 Frodsham and Neston have both been identified in the Local Plan (Part One) as a town centre in the retail hierarchy. Therefore, these centres will be the subject of an additional study into town centres.

5.78 Key service centres have been identified by the Local Plan (Part One). There are 10 key service centres that have been identified in **policy STRAT 8**. The policy directs an appropriate level of housing to the identified areas. These areas have been identified as the most sustainable rural areas for development, that have the services and facilities to accommodate growth and have good access to public transport. These key service centres are:

- Cuddington and Sandiway
- Farndon
- Frodsham
- Helsby
- Kelsall
- Malpas
- Neston (including Parkgate)
- Tarvin
- Tattenhall
- Tarporley

5.79 Along with the five centres that have been previously designated as a local retail centre through the Ellesmere Port and Neston Local Plan or Vale Royal Local Plan, the key service centres were assessed.

5.80 There are four made Neighbourhood Plans that cover the rural areas that have been assessed in this section. These plans have the full weight of the development plan and need to be considered along side the Local Plan (Part One). The Neighbourhood Plans are:

- Tattenhall
- Malpas
- Helsby
- Tarporley

5.81 Table 5.9 below provides an overview of these centres, their diversity of uses and current vacancy rate (as of March 2015).

Table 5.9 Rural Local Retail Centres Assessment (Number)

Name	Convenience Store	Total Units	A1	A2	A3	A4	A5	B1	D2	Other	Units Vacant	Suggested Designation
High Street, Tarvin	Yes	21	12	1	1	3	1	0	0	2	1	Local Centre
High Street, Tarporley	Yes	64	38	6	5	2	1	4	0	5	3	Local Centre
High Street, Tattenhall	Yes	20	11	1	2	2	1	1	0	2	0	Local Centre
Chester Road, Helsby	Yes	12	7	0	1	0	2	0	0	1	1	Local Centre
Malpas	Yes	27	10	2	2	4	1	2	0	3	2	Local Centre
Mere Lane, Sandiway	Yes	11	8	0	0	0	2	0	0	1	0	Local Centre
Town Lane, Little Neston	No	15	7	0	0	1	1	0	0	4	2	Local Centre
Farndon	Yes	18	12	1	1	2	0	0	0	1	1	Local Centre
Chester Road, Kelsall	Yes	6	5	0	0	1	0	0	0	0	0	Local Centre
Britannia Road, Helsby	Yes	6	4	0	0	0	2	0	0	0	0	parade of shops
Norley Road, Cuddington	Yes	6	4	1	0	0	0	0	0	0	1	Local Centre
Willaston	Yes	12	8	2	1	1	0	0	0	0	0	parade of shops
West Vale, Little Neston	Yes	8	4	0	0	1	1	0	0	1	1	parade of shops
Parkgate	Yes	13	4	0	5	1	0	0	0	0	3	parade of shops

Table 5.10 Rural Local Retail Centre Assessment (Percent)

Name	Convenience Store	Total Units	A1 (%)	A2 (%)	A3 (%)	A4 (%)	A5 (%)	B1 (%)	D2 %	Other (%)	Vacancy Rate %	Total	Suggested Designation
High Street, Tarvin	Yes	21	57%	5%	5%	14%	5%	0%	0%	10%	5%	100%	Local Centre
High Street, Tarporley	Yes	64	59%	9%	8%	3%	2%	6%	0%	8%	5%	100%	Local Centre
High Street, Tattenhall	Yes	20	55%	5%	10%	10%	5%	5%	0%	10%	0%	100%	Local Centre
Chester Road, Helsby	Yes	12	58%	0%	8%	0%	17%	0%	0%	8%	8%	100%	Local Centre
Malpas	Yes	27	37%	7%	7%	15%	4%	7%	0%	11%	7%	96%	Local Centre
Mere Lane, Sandiway	Yes	11	73%	0%	0%	0%	18%	0%	0%	9%	0%	100%	Local Centre
Town Lane, Little Neston	No	15	47%	0%	0%	7%	7%	0%	0%	27%	13%	100%	Local Centre
Farndon	Yes	18	67%	6%	6%	11%	0%	0%	0%	6%	6%	100%	Local Centre
Chester Road, Kelsall	Yes	6	83%	0%	0%	17%	0%	0%	0%	0%	0%	100%	Local Centre
Britannia Road, Helsby	Yes	6	67%	0%	0%	0%	33%	0%	0%	0%	0%	100%	parade of shops
Norley Road, Cuddington	Yes	6	67%	17%	0%	0%	0%	0%	0%	0%	17%	100%	Local Centre
Willaston	Yes	12	67%	17%	8%	8%	0%	0%	0%	0%	0%	100%	parade of shops
West Vale, Little Neston	Yes	8	50%	0%	0%	13%	13%	0%	0%	13%	13%	100%	parade of shops
Parkgate	Yes	13	31%	0%	38%	8%	0%	0%	0%	0%	23%	100%	parade of shops

Local retail centres

5.82 There are 10 centres recommended as local retail centres, nine of which are a key service centre. They are:

- Cuddington
- Farndon
- Helsby (Chester Road)
- Malpas

- Kelsall
- Sandiway
- Tarporley
- Tarvin
- Tattenhall
- Town Lane, Little Neston

5.83 Farndon is designated as a key service centre in the Local Plan (Part One). Farndon is a rural village, with High Street in the centre of the village. The shops are dispersed between housing. The village is surrounded by smaller settlements in the area, including Holt over the border in Wales. The uses in the centre include a newsagents, pharmacy and post office. There are other uses such as comparison goods and a public house. Although, not a clear boundary, the shops within the village are an important asset and are in the heart of the village. Although outside the borough, the shops in Holt contribute to the overall role and function of the centre of Farndon. It is therefore recommended that Farndon is a local retail centre.

5.84 Helsby (Chester Road) has previously been identified as a large village centre in the Vale Royal Local Plan under policy STC 1. The proposed centre is in close proximity to the train station and offers convenience shops along with a post office. There is also a hot food take away and cafe. There is one vacant shop, with equates to a vacancy rate of 8%. Chester Road is a major road and is used by many commuters on a daily basis. To the south of the centre, is a large Tesco superstore that has been assessed separately as part of this study. The shops on Chester Road are well situated for the village of Helsby and have a diverse range of shops. Therefore, it is recommended that Helsby (Chester Road) is defined as a local retail centre.

5.85 Malpas is designated as a key service centre in the Local Plan (Part One). Malpas also has a made Neighbourhood Plan that policies SF1 and SF2 relate to the retail in the centre, which they have defined. Malpas is in a rural location, and allows access to services for smaller settlements in the area. The centre is accessible with plenty of parking and a bus route that runs through the centre. There are a range of uses in the centre including a bank, post office in a convenience shops, small supermarket, laundrette, a hot foot take away and cafés and restaurants. The Malpas Neighbourhood Plan has defined the village centre. Therefore, it is recommended that Malpas is a Local Retail Centre. The boundary for designation in the Local Plan (Part Two) has followed the same boundary with the additional of two shops next to the centre.

5.86 Cuddington and Sandiway are designated as a key service centre in the Local Plan (Part One). The shops at Sandiway are accessible with parking, along with public buses. The centre includes uses such as a small convenience shops, one with a sub-post office, pharmacy along with hot food take aways. There is also a Library and other facilities in the wider area, including a few schools in the area that will attract footfall to the shops. The centre is on Mere Lane in the heart of Sandiway. Although on a suburban street, the centre is easily accessible for people using major roads that run around the key service centre. It is therefore recommended that Sandiway is a local retail centre.

5.87 Tarporley is designated as a large village centre in the Vale Royal Local Plan. Tarporley is also designated as a key service centre in the Local Plan (Part One). The centre is accessible with a number of car parking areas and a frequent bus service. There is a good range of uses, many comparison shops, a post office, pharmacy, newsagent, small convenience shops, cafes and restaurants, banks and public houses. The centre is well used by the local community as well as the surrounding settlements. The recommended boundary line has been amended to incorporate additional units to the south and exclude residential properties as appropriate. It is therefore recommended that Tarporley is a local retail centre.

5.88 Tarvin has not previously been defined as a retail centre, but is a key service centre in the Local Plan (Part One). Tarvin is located just off the A54 and accommodates a diverse range of uses including, a pharmacy, newsagents, a small supermarket, hot food take aways and public houses. The Co-Op is located on the A54, but there is a walk way for pedestrians to access the convenience shop from the High Street, so therefore contributes to the role of the centre. Due to its location on a major commuter route, there is plenty of passing trade as well as allowing access to services for the local community. It is therefore concluded that Tarvin is recommended as a local retail centre.

5.89 Tattenhall has not been previously designated as a retail centre, but is a key service centre in the Local Plan (Part One). Tattenhall also has a made Neighbourhood Plan and the relevant policies can be found in the appendix A. The centre has a diverse range of uses includes a pharmacy, dry cleaners, newagents, post office and a convenience shop. The shops are within the heart of the village and meet the day to day needs of the local community. It is therefore recommended that Tattenhall is a local retail centre.

5.90 Town Lane is designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The centre is accessible via car, foot and public transport. The uses in the centre include a post office, newsagents, hot food take away and an off licence. Town Lane is one of the main routes through Little Neston, which leads to Neston. Town Lane also links with Chester High Road, which is a major road in the area. Town Lane is a busy road, with many roads leading to the centre. It is therefore concluded that the catchment area for this centre is larger than the immediate neighbourhood and is recommended that Town Lane is a local retail centre.

5.91 Kelsall is a village east of Chester along the A54. Kelsall has not been previously designated as a retail centre, but is defined as a key service centre in the Local Plan (Part One). The proposed centre has a small supermarket, public house and a hot food take away. There is also no vacant shops. The centre is busy, with many people visiting the Co-Op. Although, outside the retail centre boundary, there are many other uses in the village, including tennis courts, village hall, school and doctors surgery. To the south east, there are some addition shops that are too far to be included within the boundary of the local retail centre. However, are important and contribute to the overall role of the centre. It is therefore recommended that Kelsall is a local retail centre.

Parade of shops

5.92 There has been four centres that have concluded that they do not meet the criteria of a local retail centre. This includes deletion of two previously designated centres. These centres are listed below. Although, these centres have not been defined as a local retail centre, they are important to the local

community that it serves. Within policy STRAT 8, it states *the retention of rural shops and community facilities, and the provision of new facilities at an appropriate scale to the settlement, will be supported.*

- Helsby (Britannia Road)
- Parkgate
- West Vale, Little Neston
- Willaston

5.93 Helsby is designated as a key service centre in the Local Plan (Part One). Britannia Road has a Tesco superstore and other smaller shops, which are separated by the A56. This doesn't lend itself to linked trips, especially as drivers access the superstore off Callender Way. The A56 is a main road through Helsby and does lead to the train station, more shops and neighbouring market town of Frodsham, which is a town centre. The proposed centre does have a pharmacy and two hot food take aways, along with a unit selling bulky goods. Although, many people travel to the Tesco superstore, they are unlikely to make linked trips. This creates a small parade of shops on Britannia Road and an out of centre supermarket. Therefore, the shops on Britannia Road are of neighbourhood importance. Therefore it is recommended that Britannia Road is not designated as a local retail centre.

5.94 Parkgate along with Neston is a key service centre in the Local Plan (Part One). Parkgate is a popular destination for day visitors and many of the uses reflect this, including a high number of cafes and restaurants. There is a small convenience shop, that mainly sells ice cream as well as other A1 shops and a public house. Although, the centre will have a large catchment, they are not attracted to the Parade for the retail offer, mainly its the recreation and tourism offer. Many of the uses don't satisfy the criteria of a local retail centre and Parkgate is not far from the town centre of Neston. Therefore it is recommended that Parkgate is not designated as a local retail centre.

5.95 West Vale is designated in the Ellesmere Port and Neston Local Plan. The centre contains a small amount of shops on a quiet suburban street. The uses in the centre include two convenience shops, a laundrette, hot food take away, public house and a beauty shop. West Vale is surrounded by residential units and is unlikely to have a large amount of passing trade other than the local neighbourhood. It is therefore recommended that West Vale is not designated as a local retail centre.

5.96 Willaston is a small shopping centre designated in the Ellesmere Port and Neston Local Plan. This rural village is situated between Neston and Ellesmere Port. The centre has a range of shops including a pharmacy, newsagent, small supermarket and Post Office. Willaston is not far from Hooton and the University of Liverpool Leahurst Campus. The village is just off Chester High Road. Although well connected, the village is rural in nature and is unlikely to attract visitors further than the immediate neighbourhood. Therefore, it is recommended that Willaston is not a local retail centre.

6 Conclusion

6.1 As stated in the NPPF, Councils should define a retail hierarchy for their area. This has been done through the Local Plan (Part One) in policy ECON2 that defines Chester as a sub-regional centre, Northwich as a strategic centre and Neston, Frodsham, Ellesmere Port and Winsford as town centres. The Local Plan (Part One) also confirms that the lower tier of retail will be established, local retail centres in the Local Plan (Part Two).

6.2 There are a number of Neighbourhood Plans in the borough. As these are made plans, they should be given the full weight of the development plan. The Neighbourhood Plans are:

- Winsford
- Tattenhall
- Norley
- Malpas
- Helsby
- Tarporley
- Neston
- Hartford

6.3 The NPPF defined a Town Centre as an *"Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres."*

6.4 Although the NPPF superseded Planning Policy Statement 4, much of its content is still relevant. For the purposes of this study, the criteria for a district, local and parade of shops have been used.

- **"District Centres** will usually comprise of a group of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library."
- **"Local Centres** include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, such as a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and laundrette. In rural areas, large villages may perform the role of a local centre."
- **"Small Parade of Shops** of purely neighbourhood significance are not regarded as centres"

6.5 Across the borough, a total of 62 local retail centres were assessed. This included 12 proposed local retail centres. In total, 39 local retail centres have been recommended and one district centre, nine of which are new local retail centres that have not previously been designated. 19 centres have been

recommended for deletion, two of which are considered out of centre retail and three have not previously been defined and are considered by this study as not appropriate for a local retail centre.

6.6 Each centre was assessed and included a site visit, where the diversity of uses, vitality and viability and context of each centre was assessed. Additional data of a centre was taken into consideration, such as planning commitments, Local Plan (Part One) and relevant Neighbourhood Plan strategy and objectives and the Local Plan (Part Two) Issues Consultation.

Chester

6.7 Chester has 19 suburban shopping centres defined in the Chester Local Plan under policy RET 10. These centres were defined by a blue square for the centre. This report will assess all centres and recommended a local retail centre boundary to define the centre. In addition to the previously designated centres, another potential centre was assessed. A total of 20 centres were assessed in the Chester area.

6.8 Boughton is the only centre to be recommended as a District Centre. Boughton is closely connected with the town centre and is on a main route in and out of the city. Boughton has also undergone some regeneration in recent years, with a new Waitrose supermarket along with opening a bridge to connect the centre to the residential accommodation across from the Shropshire Union Canal. This is also the location for the Chester Business Quarter, a major office led development, along with the Leadworks, which has more residential properties proposed. Chester train station is also in close connection with these sites. Due to the level of footfall and potential for future development in the area, Boughton has been recommended as a district centre.

6.9 There are 13 centres that have been recommended as a local retail centre, all of which were previously defined. The centres vary in size, however they all offer a larger catchment than the immediate neighbourhood. They are:

- Chester Street, Saltney
- Christleton Road
- Garden Lane
- Green Lane
- Handbridge
- Kingsway
- Long Lane
- Mill Lane
- The Parade, Blacon
- Westminster Park
- Weston Grove
- Brook Street
- Faulkner Street

6.10 Many of the centres are located on or near a main route through the city. All local centres in Chester have some convenience retail. Mill Lane, Bache is the only local retail centre to have a supermarket within its boundary in Chester. Within this centre is also a pub and motel as well as a small parade of shops. There is also the Countess of Chester Hospital to the west. The centre also has a train station, which connects Chester and Liverpool and has frequent trains running through it. The centre has not been recommended for a district centre as there is not a diverse range of uses, including non retail uses. There will be some linked trips, with people using the train station and the Morrison's supermarket and the residents of motel may use the local shops and public house. However, many people drive to Morrison's and not use the other facilities in the area.

6.11 Other uses that are important for a local retail centre are in some of the centre, such as a Library and community centre. Such as Green Lane and The Parade. Although these are not town centre uses, they are important to the local community and will increase footfall within these areas. Brook Street and Faulkner Street are large centres that have a diverse range of uses, including many food and drink establishments that allow visitors to dwell in the centre.

6.12 Two centres have been recommended to be deleted as a local retail centre as they are considered out of centre retail.

6.13 Sealand Road was defined at a time when the centre had a units that housed several smaller retailers. However, this has now been converted into a Tesco supermarket. There is also a Aldi supermarket in close proximity. Sealand Road is close to Chester Retail Park and the Greyhound Park. This is an out of centre retail park. The two supermarkets on its own do not satisfy the local or district retail criteria and attract a larger population than the local community.

6.14 Caldly Valley has a Sainsbury's supermarket and is next to the Caldly Valley Retail Park. The Caldly Valley Retail Park units sell bulky goods with a too wide catchment and is considered out of centre retail. There is a hotel, community centre and public house within the vicinity of the centre. However, Caldly Valley road separates the centre and the hotel and pub. Residents of the hotel are likely to make linked trips to the supermarket. The community centre is a distance from the supermarket and other shops and it is most likely that people would drive between the two function. The hotel and community centre are not town centre uses. They do contribute to the centre, however they do not outweigh the out of centre nature of the retail park. The centre attracts a large amount of people that goes further than the local community. The Sainsbury's supermarket and the Timpson's pod on there own do not satisfy the criteria of local or district retail.

6.15 Four centres have been defined as a parade of shops. Three centres were previously defined in the Chester Local Plan. One centre, Tarvin Road has been assessed as a proposed local retail centre. However, the uses with in the centre and the role and function of the centre do not constitute a local retail centre. The three other centres recommended for deletion are Cilveden Road, Queens Road and Western Avenue. These centre are small on a mainly suburban street that serves the immediate community and due to their size, they are unable to have the diversity of uses.

Ellesmere Port

6.16 A total of 19 centres have been assessed and were all defined in the Ellesmere Port and Neston Local Plan. No centres have been recommended as a district centre and nine centres are recommended as a local retail centre. They are:

- Wolverham
- Westminster
- Whitby
- Thelwall Road
- Glen Eagles Road
- Great Sutton
- Hope Farm
- Overpool
- Little Sutton

6.17 All nine local retail centres have a convenience shop within its boundary. Whitby, has a Morrison's Supermarket within its boundary, with a main route into Ellesmere Port Town Centre. The centre does have a good range of shops, however, doesn't have the range of non retail uses that would satisfy the District Centre criteria.

6.18 Little Sutton is a large centre that is very accessible along the A41 and has a train station close to the centre. The centre does have a range of units that would satisfy a District Centre, however, there is no supermarket or superstore in the centre. There is a Tesco Express that is not connected to the centre. Great Sutton has two cluster of units on Old Chester Road. Many of the uses are important for the local community including a doctors and dentist. However, Great Sutton can not be recommended for a District Centre as there is no supermarket or superstore in the centre.

6.19 There are 10 centres that have been recommended for deletion as a retail centre. Many of the centres are small and do not have the number of units to have a range of use or are located within a suburban street serving the immediate community. Therefore there will be a small catchment of visitors from the immediate neighbourhood.

Northwich

6.20 Hartford Neighbourhood Plan is made and policy LE2 confirms that the loss of existing A1 and A3 units on ground floor level will be resisted to ensure long term vitality and viability of the centre.

6.21 Five centres were designated for local retail in Northwich in the Vale Royal Local Plan. No centres in Northwich are recommended as a district centre. Two proposed local retail centres were assessed. Therefore, seven centres in total were assessed.

6.22 Five centres have been recommended as a local retail centre, three of which were previously designated. They are:

- Weaverham
- Hartford

- Castle Street / Chester Road
- Kingsmead
- Davenham

6.23 Kingsmead and Davenham are new designations. They both have a range of uses in a central location for that area. Kingsmead also has other uses important for the local community, such as childcare and a doctors. Davenham has a diverse range of units, including two public houses that will increase dwell time within the centre.

6.24 There are two centres that have been recommended for deletion. Station Road is at Northwich Train Station and has a Tesco superstore on the edge of the centre. This superstore has a large car park and is disconnected from the other shops, therefore linked trips are unlikely. Station Road on its own doesn't satisfy the local retail centre criteria and is recommended for deletion.

6.25 Middlewich Road is close to Station Road. The centre has small cluster of shops, including a convenience store with its own car park that is disconnected from the other retail units. Some of the units do meet the local retail criteria, however as they are not clustered together and there have been proposals to convert some of the retail units into other uses, including residential.

Winsford

6.26 Winsford has a made Neighbourhood Plan and allocates a number of sites across the town. One of the objectives in the Neighbourhood Plan is to improve and enhance Old High Street and Delamere Street and policy TTC3 states the criteria for a strategy for these areas.

6.27 Two centres were defined in Winsford as local retail in the Vale Royal Local Plan. Both of these centres have been retained as local retail centres. High Street is closely connected with Winsford Town Centre and there is a framework being developed to connect the Old High Street with the town centre and public open space. This follows strategies in the made Neighbourhood Plan.

6.28 Delamere Street is a large centre that does have a few convenience shops and a range of uses. It is one of the main roads into Winsford and has a high passing trade, which makes this centre very busy. The centre is well used by the local community and has a diverse range of uses. It is appropriate to designate Delamere Street as a local retail centre.

Rural

6.29 There are a number of Neighbourhood Plans in the rural area. Tattenhall and Malpas have a made Neighbourhood Plan and Tarporley, Helsby and Neston have been through referendum and is waiting to be made by the Council.

6.30 A total of 14 centres have been assessed in the rural area. Five centres were already defined in former plans and the other 9 were identified as they are key service centres. No centres have been recommended as a district centre. 10 centres have been recommended as local retail centres. They are:

- Tarvin
- Tarporley
- Tattenhall
- Helsby (Chester Road)
- Malpas
- Sandiway
- Town Lane
- Farndon
- Kelsall
- Cuddington

6.31 Tarporley and Malpas are large village centres and offer a range of uses to their communities. However, both do not have a supermarket within the boundary and would therefore not satisfy the criteria for District Centre. The other centres that have been recommended are in central locations to the area and easily accessible. Many also have a major road running through or near the centre and would therefore attract a larger catchment of people.

6.32 Farndon is a village with smaller villages surrounding it, including Holt, that is over the border in Wales. The units in Farndon do not have a clear cluster of units and many of the shops offer comparison goods. Although the centre does have a post office, pharmacy and newsagent. The shops are located on a central street through the village and in conjunction with other retail units, namely in Holt, are the heart of the village.

6.33 Four centres have been recommended to be classified as a parade of shops. Two centres were previously designated as local centres. West Vale and Willaston are small centres on a suburban road and are unlikely to attract visitors other than the immediate neighbourhood. Parkgate retail units are focused on the leisure end of the market as the area attracts many visitors for the day. Therefore, the type of uses are not appropriate for a local retail centre. Britannia Road, Helsby has been assessed along side the other retail centre in Helsby. Britannia Road has a Tesco superstore to the west of the A56 and a small cluster of shops to the east. Although the Tesco attracts a large catchment of people, the small collection of shops is disconnected and it is unlikely that there will be linked trips.

7 Recommendations

Centre	Existing designation	Recommendation
Boughton	Suburban Centre	District Centre
Chester Street, Saltney	Suburban Centre	Local Centre
Christleton Road, Boughton	Suburban Centre	Local Centre
Garden Lane	Suburban Centre	Local Centre
Green Lane, Vicars Cross	Suburban Centre	Local Centre
Handbridge	Suburban Centre	Local Centre
Kingsway	Suburban Centre	Local Centre
Long Lane, Upton	Suburban Centre	Local Centre
Mill Lane, Bache	Suburban Centre	Local Centre
The Parade, Blacon	Suburban Centre	Local Centre
Westminster Park	Suburban Centre	Local Centre
Weston Grove, Upton	Suburban Centre	Local Centre
Wolverham	Small Shopping Centre	Local Centre
Westminster	Local Shopping Centre	Local Centre
Whitby	Local Shopping Centre	Local Centre
Thelwall Road, Great Sutton	Small Shopping Centre	Local Centre
Glen Eagle Road	Small Shopping Centre	Local Centre
Great Sutton	Local Shopping Centre	Local Centre
Hope Farm	Small Shopping Centre	Local Centre
Overpool, Rivacre Road	Small Shopping Centre	Local Centre
Little Sutton	Local Shopping Centre	Local Centre
Northwich Road, Weaverham	Large Village Centre	Local Centre
Chester Road, Hartford	Large Village Centre	Local Centre

Castle Street / Chester Road, Northwich	Local Centre	Local Centre
Kingsmead, Northwich	Not defined	Local Centre
London Road, Davenham	Not defined	Local Centre
High Street, Winsford	Local Centre	Local Centre
Delamere Street, Winsford	Local Centre	Local Centre
High Street, Tarvin	Not defined	Local Centre
High Street, Tarporley	Large Village Centre	Local Centre
High Street, Tattenhall	Not defined	Local Centre
Chester Road, Helsby	Large Village Centre	Local Centre
Malpas	Not defined	Local Centre
Mere Lane, Sandiway	Not defined	Local Centre
Town Lane, Little Neston	Small Shopping Centre	Local Centre
Farndon	Not defined	Local Centre
Brook Street	Suburban Centre	Local Centre
Faulkner Street, Hoole	Suburban Centre	Local Centre
Chester Road, Kelsall	Not defined	Local Centre
Norley Road, Cuddington	Not defined	Local Centre
Caldy Valley Retail Centre	Suburban Centre	Out of centre
Sealand Road	Suburban Centre	Out of centre
Cilvden Road, Lache	Suburban Centre	parade of shops
Queens Road, Vicars Cross	Suburban Centre	parade of shops
Western Avenue, Blacon	Suburban Centre	parade of shops
Tarvin Road, Boughton	Not defined	parade of shops
Station Road, Northwich	Local Centre	parade of shops
Middlewich Road, Northwich	Local Centre	parade of shops

Britannia Road, Helsby	Not defined	parade of shops
Willaston	Small Shopping Centre	parade of shops
Bunbury Green	Small Shopping Centre	parade of shops
The Arcade, Regent Street	Small Shopping Centre	parade of shops
Pooltown Road	Small Shopping Centre	parade of shops
Princes Road	Small Shopping Centre	parade of shops
Church Parade	Small Shopping Centre	parade of shops
Raddle Wharf	Small Shopping Centre	parade of shops
Woodland Road, Whitby	Small Shopping Centre	parade of shops
Underwood Drive, Whitby	Small Shopping Centre	parade of shops
Whitby Heath, Chester Road	Small Shopping Centre	parade of shops
Loxdale Drive	Small Shopping Centre	parade of shops
West Vale, Little Neston	Small Shopping Centre	parade of shops
Parkgate	Not defined	parade of shops

A Retail centre analysis

Chester

Boughton

Location and description

A.1 Boughton is located east of the city of Chester and within close proximity of the centre. Boughton is one of the main routes into the city centre and therefore has a good number of passing trade, with people in cars, public transport and pedestrians. The centre is located on one street and meets with the Shropshire Union canal to the north. A recent redevelopment has taken place of a new Waitrose and further developments are planned for offices and a hotel. Part of this redevelopment includes creating an access to the bridge over the canal to the leadworks, which allows better access for a growing residential area, which has applications for further housing and a business quarter is proposed.

Proximity to other centres

A.2 The nearest centre is the sub-regional centre of Chester at 0.3km to the primary shopping street. A further two suburban shopping centres are both within 0.7 km of the centre. They are Christleton Road, Boughton and Brook Street.

Accessibility

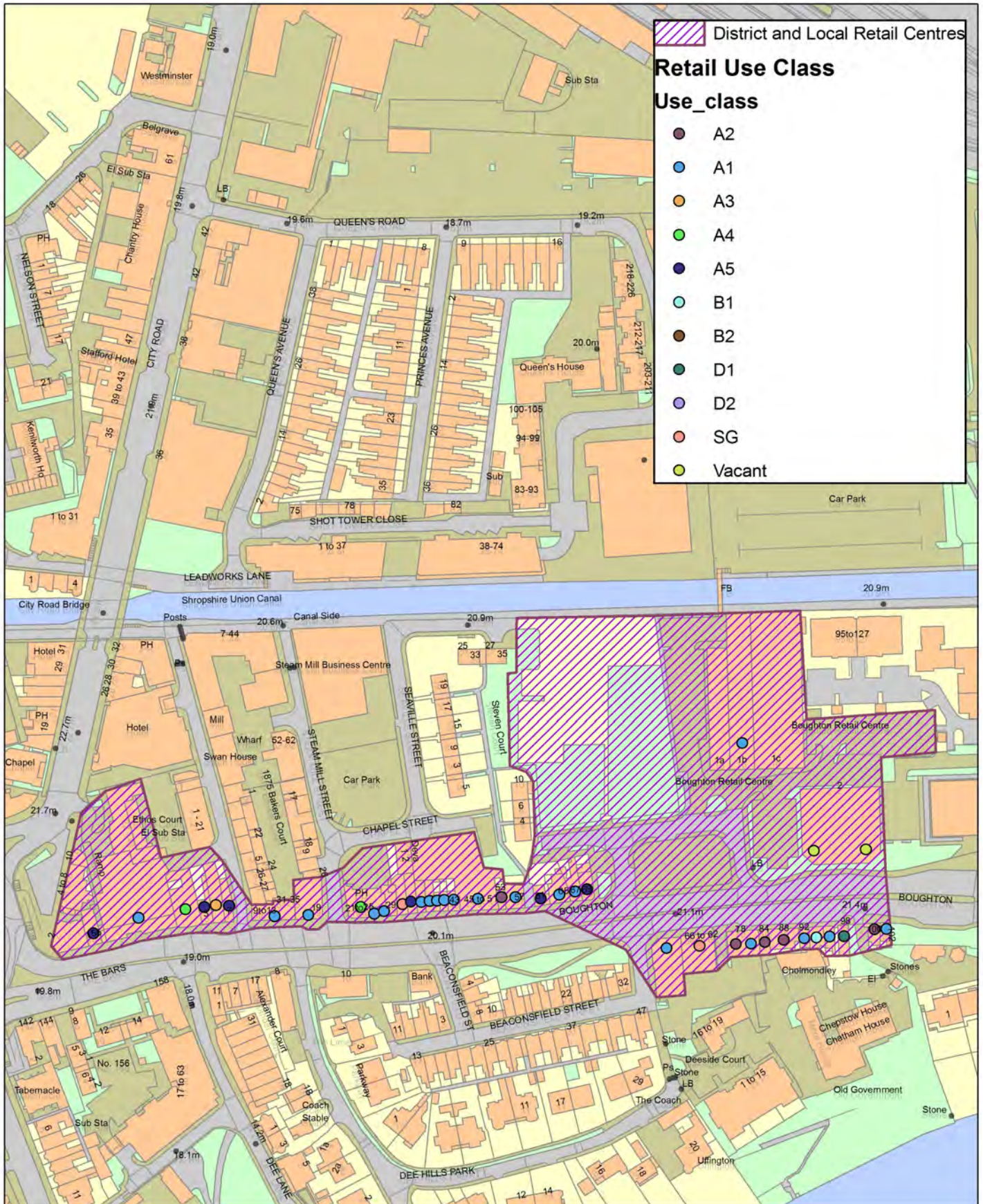
A.3 As the centre is located on a main route into the city centre of Chester, there is good access to public transport both in and out of the city. Parking is limited within the centre itself, mainly on road bays that offer a limited time period for parking. Therefore, a disabled car parking is limited. The new Waitrose development does offer parking in a car park.

Range of uses

A.4 There are a wide range of uses within the centre. A1 shops make up just half the units of the centre. Financial and professional service (A2) and hot food take aways (A5) both make up 15% of the centre. The other uses include, B1 offices, cafes and restaurants and bars a public houses and sui generis uses. There are no vacant units within the centre. The range of uses support the evening economy within the centre.

Recommendations

A.5 Boughton is located on a major road into Chester city centre and offers a range of facilities. The new Waitrose development has added additional food retail to the area and has also linked the centre with a wider community, allowing an addition people to access the centre on foot. Due to the range on uses on offer, including a supermarket that is in a highly accessible location with a range of diverse uses, it would be recommended that this centre becomes a district centre.



District Centre Boughton

Brook Street

Location and description

A.6 Brook Street is located north east of the sub regional centre of Chester and is to the west of Chester train station. Brook Street is a one way street that has parking on street. There are residential streets surrounding the centre who can access the centre on foot. There are many pedestrians walking in Brook Street, this is due to the proximity to the city centre and a route to Chester train station.

Proximity to other centres

A.7 Brook street is 0.3km distance away from the secondary shopping street of Chester. 0.8km from Boughton local retail centre and 0.75km from Faulkner Street, another local centre in Hoole.

Accessibility

A.8 Due to the location, public transport is very accessible from Brook Street. The train station is 0.4 km north east from the centre. To the south east of the centre is the sub regional centre of Chester, which can be access on foot and there are pedestrian crossing on the route.

A.9 Parking is time limited on the street, however there are currently a car park under 0.2km away from the centre, which operates the 'free after 3' campaign. The new bus station is currently under construction on the previous Gorse Stacks car park and was approved planning permission under 14/04539/FUL. There is an approved application for a temporary car park north of the Brook Street - 15/00441/FUL. As parking is on street, there is no disabled parking on the road its self. There are disabled bays in the car park opposite and there is a pedestrian crossing to the centre.

Range of uses

A.10 There are a diverse range of uses within the centre. Brook Street has more A3 uses (cafes and restaurants) than other centres within the Chester area. It is noticeable that Brook Street offers more international cuisine through restaurants as well as international shops, such as a polish market. The centre contains a variety of uses that contribute to the evening economy, such as public houses, restaurants and take aways. There is also a high proportion of sui generis uses that don't fall into a use class category.

Recommendations

A.11 Brook Street is a vibrant high street that has close connections with Chester town centre and is in close proximity to the train station. There is a number of residential properties in the area, that are both high density apartments, market housing and social housing. Brook Street is currently designated as a suburban shopping centre. Brook Street does have the variety of uses and in high accessible due to its location. However, Brook Street does lack a supermarket and doesn't offer other community facilities such as banks or a library. Therefore, could not be designated as a district centre, but would satisfy the local centre criteria as there are a few convenience shops, post office and hot food take aways. Therefore, it is recommended that Brook Street is a local retail centre.

Caldy Valley

Location and description

A.12 Caldly Valley local retail centre is located within a largely residential area of Great Boughton, south east of Chester. The retail area is split into two, with Sainsbury's supermarket and a pod unit to the north east. The supermarket also has other facilities such as a pharmacy and after school learning for children. Caldly Valley Retail Park to the south, contains four retail warehouses. The centre is located off the main road of Caldly Valley Road and is in close proximity to a budget hotel and public house. There is also a community centre within walking distance.

A.13 Caldly Valley Road is the main route into the suburb of Great Boughton and Huntington. The centre is very close to the A55 and is also close to the A41, A51 and M53. Therefore, there is a great deal of potential trade.

A.14 There is a current planning application on the Sainsbury's site 08/01409/FUL. This application proposes to extend the food store through a mezzanine and some reconfiguration of the store. This application is due to expire January 2017. Although, some reconfiguration work has taken place in 2014/15, no mezzanine has been installed.

A.15 B&M retail have a approval for variation of condition on planning permission 94-00163-OUT to allow a small amount of goods to be sold that are not bulky goods, mainly food, drink and confectionery. 89% of the total floorspace is still restricted to the sale of bulky goods - 13/01975/S73. The decision notice also acknowledges that Caldly Valley Retail Park is neighbouring the suburban shopping centre.

Proximity to other centres

A.16 There are four centres that are located within 2km of Caldly Valley. The sub-regional centre of Chester is the furthest away at 2 km. Green Lane and Queen's Road in Vicars Cross are both about 1.5km. The closest centre is Christleton Road at 0.8km.

Accessibility

A.17 The area is split into two by the entrance road. The supermarket to the north east of the centre, with the stand alone pod and the rest of the units on the south. There is plenty of parking within both sides of the centre.

A.18 The majority of people drive into the supermarket. However, there is a path between the two sides and pedestrians use the zebra crossing to walk between the two. There is a bus stop on the edge of the centre and there is a cycle path around the centre with cycle parking. There are also a couple of paths into the centre for pedestrians and cyclists. There is also an alley for pedestrians to use from Boughton Heath with a pedestrian crossing.

A.19 The centre is flat and has dropped kerbs. There is disabled parking on both side of the centre.

Range of uses

A.20 The centre contains 100% A1 shops with no vacancies. This includes a supermarket, key cutters, pet shop, DIY shop, discount shop, and a bike shop. There are other uses within close proximity including, petrol station, budget hotel, public house and community centre.

Recommendations

A.21 The current designation in the Chester City Local Plan is a suburban shopping centre. During the consultation for the Local Plan (Part Two), comments were received that Caldley Valley suburban shopping centre should remain a designated centre. The centre is very accessible by car, bus, walking and cycling and serves a large community, including commuters and residents to the east of Chester. There are no vacancies and the centre is busy and well used. However, there is not a range of diverse uses and the centre contains a few large national chains. As there is a collection of more than three retail warehouses, Caldley Valley is still considered as a retail park. The retail park permission is conditioned to sell bulky goods and although there has been a small number of reduction in this (11%) the centre is predominately used for this purpose. As the retail park contains retail warehouses selling bulky goods, they cannot be considered within the local retail boundary as they serve a much wider catchment. Therefore, Sainsbury's and the pod do not satisfy the local retail criteria and is recommended for deletion and no longer considered as a retail centre.

Chester Street, Saltney

Location and description

A.22 Chester Street centre is located on the border between England and Wales. The centre is on a main street that leads into Flintshire to the west and Chester City Centre to the east. There is a church by the centre and community centre. The railway line cuts through the centre, although access is still maintained under a bridge. However, there is no station located at Saltney. The centre feels like it is in two parts, either side of the bridge, making it more unlikely that pedestrians would walk to the other side of the bridge. The area is mainly residential, however over the border in Wales is an industrial estate with a range of industry and a large Morrison's supermarket further west of the centre. There are a range of buildings ranging from new builds to large period properties located east of the centre.

Proximity to other centres

A.23 There are two local centres in close proximity to Chester Street. They are Cliveden Road in the Lache that is located 0.7km and Westminster Park that is located 1.2km. The secondary shopping street of Chester is located at 1.8km from the centre.

Accessibility

A.24 As the centre is located on a major road in and out of Wales, there is passing trade, from commuters in cars to buses heading to Flintshire and Chester. There is a free car park located behind the centre and on street parking. Under the bridge is another car park the services Asda supermarket and a few large shops. Although, the train line runs through the centre, there is no station at Saltney to catch a train. The centre is surrounded by residential properties and is accessible on foot. There is also a pedestrian crossing.

Range of uses

A.25 The majority of uses within the centre are A1 shops, with A5, hot food take aways the next biggest use class. There are currently no A2 uses. A small amount of A3 (cafes and restaurants) and A4 (Drinking establishments) uses. Although, hot food take aways would contribute to an evening economy, there are a lack of uses that would encourage users of the centre to stay longer.

Recommendations

A.26 Saltney has designated in the Chester Local Plan as a suburban shopping centre. The majority of uses within Chester Street is A1 or A5. There is a small supermarket within the centre, although it does feel disconnected to the other shops on the high street. There are convenience shops located within the centres, including a post office and pharmacy along with several convenience shops. Therefore, the recommendation for Chester Street, Saltney is a local retail centre.

Cliveden Road, Lache

Location and description

A.27 Cliveden Road is located within the residential area of the Lache. The centre is located within the cross roads in the centre of the Lache. To the east of the centre, there is a primary school, church and community centre. Towards the south west of the centre is a playing field.

Proximity to other centres

A.28 Westminster Park is located 0.9km to the east of the centre. Chester Street in Saltney is north of the centre and is 0.7km away.

Accessibility

A.29 The centre is located within the heart of the Lache and is one of the main roads through the area. Therefore the centre is located within walking distance for many residents. There is a bus stop at the centre, however as this is not a major road, the buses will be less frequent. Parking is limited and there is a small amount of informal parking in front of the shops.

Range of uses

A.30 There is a high vacancy rate within the centre of 38%. It should be noted that this is a small centre and there were three out of eight shops vacant. Majority of uses are A1 shops in the form of convenience shops such as a butcher and newsagent.

Recommendations

A.31 Cliveden Road is currently designated as a suburban shopping centre in the Chester Local Plan. The centre is located within a large residential area and is not on a connecting road. Therefore, passing trade will be limited to local residents. There is a high vacancy rate within the centre, and very few people at the centre when the survey took place. Many of the units offer convenience to local people. Therefore, it is recommended that Cliveden Road designation is deleted and is not considered a retail centre.

Christleton Road

Location and description

A.32 Christleton Road is located east of Chester city centre and a main route into the city, especially from the A55 and A51. The area is mainly residential and there is a medical centre south of the centre and a primary school north of the centre. There are a number of retail buildings further west towards the city centre. There is an approved planning application on the auction house (New House) for residential units with retail on the ground floor - 15/00755/FUL. This is due to expire May 2018.

Proximity to other centres

A.33 Christleton Road is within close proximity to Boughton centre, which is 0.6km west of the local centre, heading in a straight road into Chester city centre. There are three other local centres that are 1km or under. Two are in Vicars Cross, they are Queen's Road and Green Lane. The third centre is Caldy Valley.

Accessibility

A.34 As the centre is on a main road into Chester city centre, public transport is very good. There is a bus stop located at two points within the centre. The centre is accessible by foot and does have a pedestrian crossing. Parking is available in an informal car park at the shops. The parking doesn't have a time limit.

Range of uses

A.35 The main use within the centre is A1 shops. Although, a DIY shop is located in the centre and has a large plot that extends behind the other retail buildings. There are also quite a few take aways occupying the centre along with sui generis uses such as dog groomers and betting shops. Vacancy rates within the centre are currently at 10%, with 2 vacant properties.

Recommendations

A.36 Christleton Road is currently designated as a suburban shopping centre within the Chester Local Plan. The centre is mainly made up of A1 shops and does have convenience shops, but no supermarket. However, the centre does have two butchers and a fruit and veg shop, as well as a stand alone post office and a few take aways. The centre is very accessible by public transport, car and on foot. Therefore, the recommendation is to designate Christleton Road as a local retail centre.

Faulkner Street, Hoole

Location and description

A.37 Faulkner Street is located north east of Chester city in Hoole off the A56, which leads into Chester city and towards major roads out of the city. Hoole is in close proximity to Chester train station and due to its proximity to the wider road network, is a natural home for commuters. Many of the streets surrounding the centre a terrace housing that are occupied by young professionals. Although the A56 has a many b&b's and hotels. Faulkner street does have a number of independent retailers, although national chains such as Sainsbury's have occupied the high street in recent years. There is a community centre located within walking distance of the retail core. There has been a number of planning applications on both Faulkner Street and Charles Street for change of use. Mainly from A1 retail to A3 restaurants or cafes.

A.38 Faulkner Street has been entered into a competition for 'The Great British High Street 2015', which is related to the Portas review and the centre was awarded 'Best Newcomer'. The judges said *"Hoole showed passion, humour and heart throughout the competition and demonstrated outstanding achievements over a short period of time. By working with both independents and national retailers and their commitment to growing the evening economy, the team have put Hoole on the map."*

Proximity to other centres

A.39 There are two local centres under 1km from Faulkner Street, Brook Street and Boughton. Faulkner Street is just over 1km from the secondary shopping street of Chester.

Accessibility

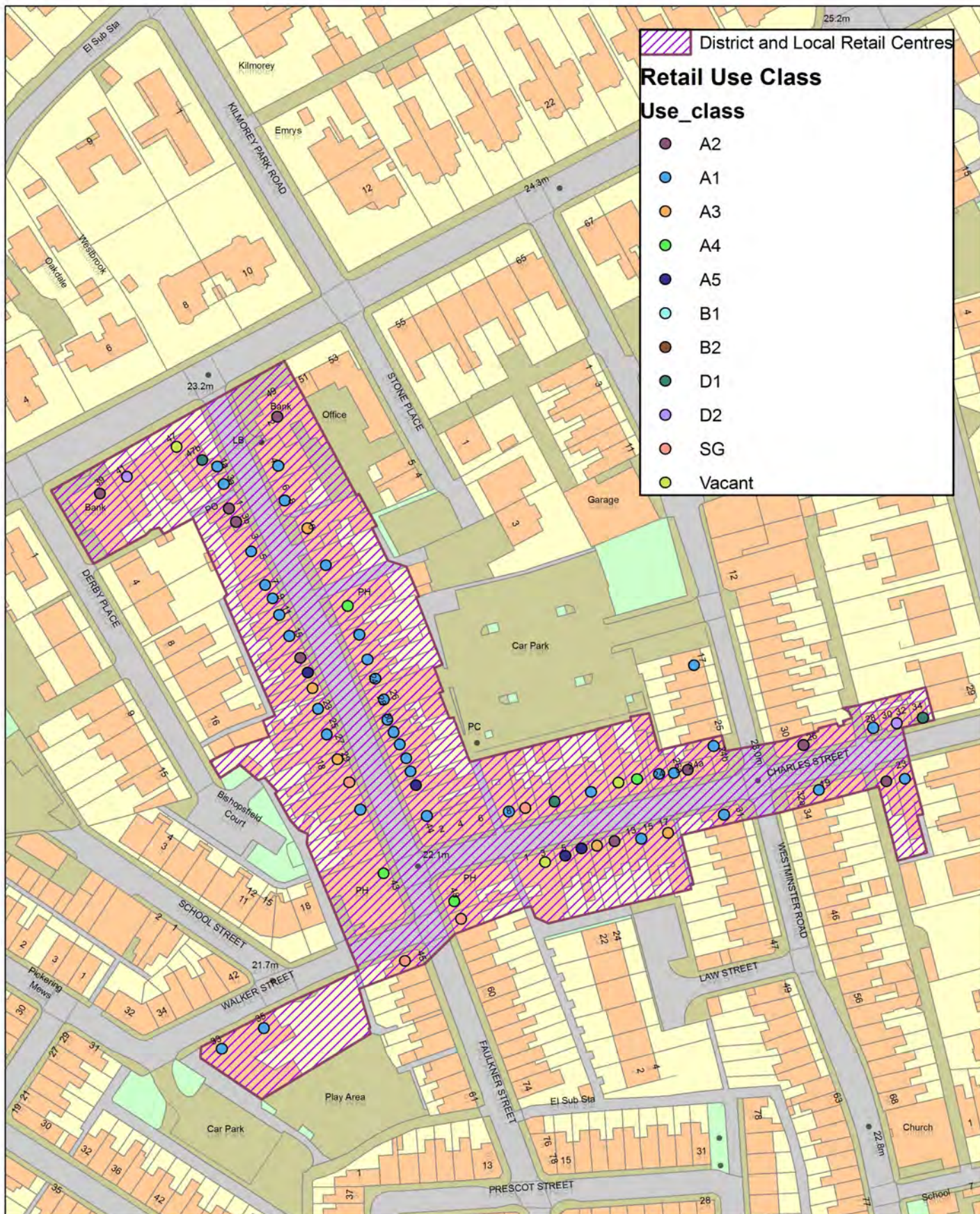
A.40 As the A56 is a major road in and out of the city, access to public transport is high. The train station is also in walking distance. Faulkner Street has a small free car park behind the shops, although this does get busy and is often full. There is also time limited on street parking outside the shops and Faulkner Street and Charles Street are both operate a one way system. There is also a number of hotels and b&b accommodation within walking distance of the centre.

Range of uses

A.41 There is a diverse range of uses within Faulkner Street as well as Charles Street. Around half the units are A1 retail, with the rest of the high street being made up of A2 businesses such as estate agents, banks and travel agents, and a good range of bars, cafes, pubs and hot food take aways. There are also a couple of convenience shops and other uses such as gyms, art galleries and laundrettes. Many of the units have residential properties above. Due to this diverse range of uses, Faulkner Street has a strong evening economy and good mix of independent and nation chain retail.

Recommendations

A.42 Faulkner Street is currently designated as a suburban shopping centre within the Chester Local Plan. There is a strong high street, which has grown into Charles Street. There is a diverse mix of uses, including residential, other leisure uses as well as uses that contribute to the evening economy. The high street also has national chains such as Boots and high street banks. There are a few convenience shops, including a Co-Op and Sainsbury's. However, as the centre doesn't have a supermarket, it cannot be considered as a district centre. There is a good range of uses in the centre and attracts a large catchment to the centre. It is therefore recommended that Faulkner Street is a local retail centre.



Local Retail Centre Faulkner Street



Cheshire West
and Chester

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Ordnance Survey 100049045 100049046



1:1,000

Garden Lane, Garden Quarter

Location and description

A.43 Garden Lane is located within an area with a high student population, north of Chester, due to its proximity to the University of Chester. As a result, many of the units within Garden Lane cater to this market, such as student letting agents. The surrounding properties are mainly terraced housing and many are houses of multiple occupancy. The Garden Lane is a street that runs through the centre of the area. Therefore, there is not much opportunity for other passing trade other than residents and students walking to University and the City Centre. There has been a recent planning appeal approved for a 350 purpose built student accommodation in close proximity to the centre - 13/03922/FUL.

Proximity to other centres

A.44 The secondary shopping streets of Chester city centre is the next closest centre, which is just under 0.5km. Brook Street centre is slightly further away at 0.85km.

Accessibility

A.45 As the centre is not on a main commuter route, many of the users of the units will be local residents and students. The centre is accessible on foot and is located on a one way street. Parking is limited to timed parking bays outside the units. There is a bus stop around the corner from the shops that head into the city centre. No cycle parking was observed within the centre.

Range of uses

A.46 There is a diverse range of uses within the centre. A1 shops make up just 33% of the high street. The number of letting agents and hot food take aways is higher than the average centre. However, this could be in response to the market. There are no vacant shops within the area. Other uses include a laundrette and taxi office.

Recommendations

A.47 Garden Lane is was designated as a suburban shopping centre within the Chester Local Plan. The centre has a small supermarket and services a small catchment, although high density area. The centre also accommodates a laundrette and hot food take aways. Therefore, the recommendation for Garden Lane is for it to be designated as a local retail centre.



Local Retail Centre Garden Lane

Green Lane, Vicars Cross

Location and description

A.48 Green Lane is situated within the residential area of Vicars Cross, which is east of Chester City Centre. Green Lane is a main route through Vicars Cross and many residential streets lead off this main road. Vicars Cross is in close proximity to the A55, M53, A41 and A51. The area is mainly made up of families and older people. The retail centre is surrounded by other community facilities, such as a church, public house, library and a primary school within close proximity. A new housing development is under construction east of the retail centre. There has recently been a refused application on the demolition of the public house for a residential home.

A.49 There has been a recent appeal dismissed at the public house within the centre. The application was for a loss of the pub and erection of a care home - 15/00239/FUL.

Proximity to other centres

A.50 There is another centre within Vicars Cross, Queen's Road, which is under 0.4km. The other centre that is just over 1km is Christleton Road.

Accessibility

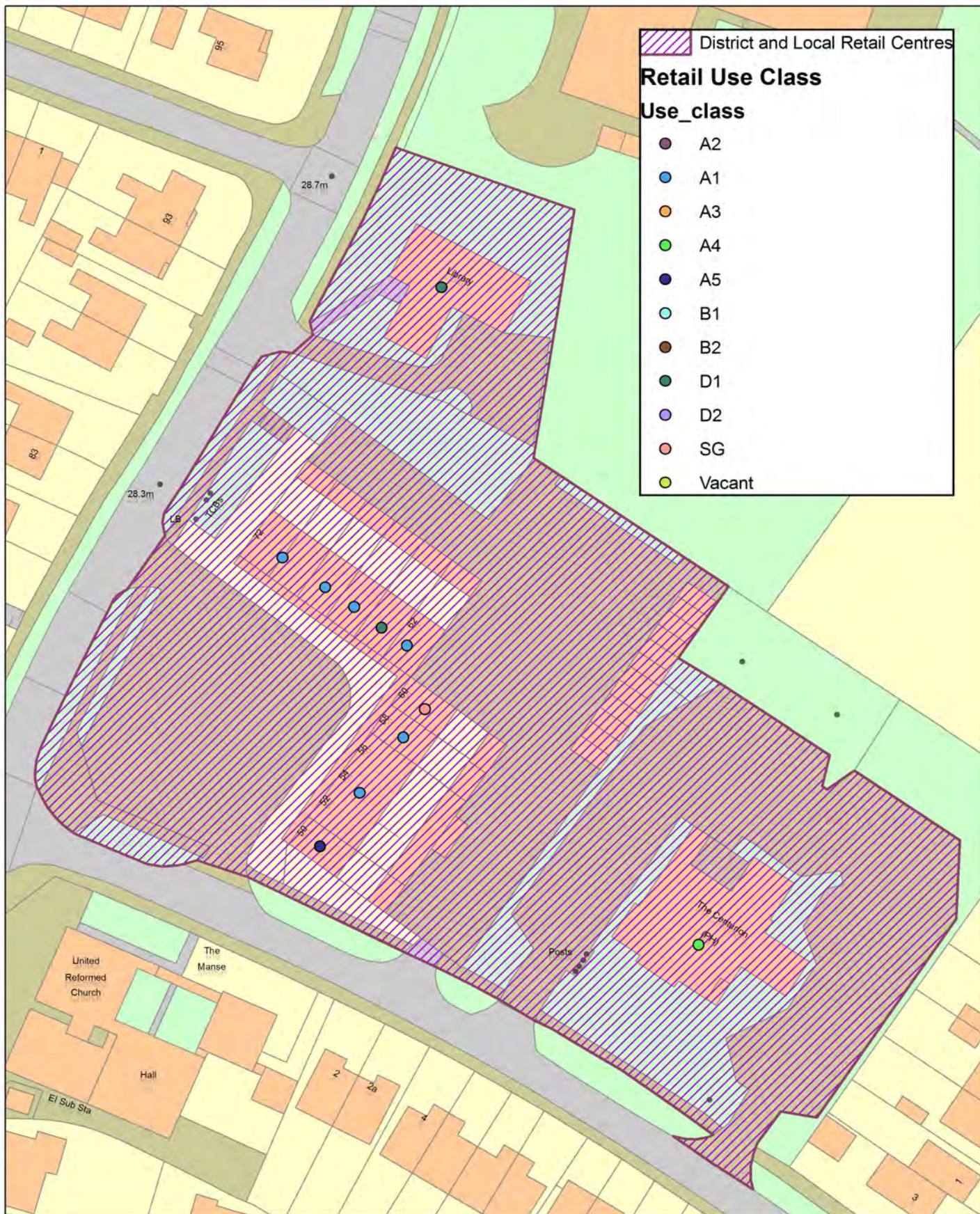
A.51 The centre is a purpose built retail centre and has an associated car park, with disabled spaces. There is a bus stop at the centre and the bus goes to Chester city centre. There is also a cycle racks to allow local people to cycle. The centre is accessible on foot.

Range of uses

A.52 The majority of units are A1 retail within the centre. Other uses include a dry cleaners, a pharmacy and a hot food take away. There are a range of uses within the area of the centre, including a church and library, as well as a school. Spar is a large shop within the centre. There is apartments situated above the retail units, which has a car park behind the shops.

Recommendations

A.53 Green Lane is currently designated as a suburban centre. The centre is smaller than other and accommodates a smaller shops, including a small supermarket and pharmacy. The centre also has other local services such as an undertakers and dry cleaners. Although there is a library in the area, it is not within the retail centre boundary. Although the centre is on a road that connects Tarvin Road and the A41, it is not really used for commuters, especially as there is traffic humps. Therefore, the catchment for the centre will be for local people to meet their day to day need. The recommendation for this centre is a local retail centre.



Local Retail Centre Green Lane

Handbridge

Location and description

A.54 Handbridge is just south of Chester city centre and is separated from the centre from the River Dee. There is a playing area and park across the road from the centre and two high schools are in close proximity. The high street has a range of period properties, including the tutor black and white traditional buildings. Many of the houses in Handbridge are large period properties and have accommodated some houses of multiple occupancy for young professionals. This could be due to the proximity to the city centre, the business park heading out of Chester and links to the A55. Handbridge does also accommodate families within the area.

A.55 The centre is located on a street with limited timed parking in front of the shops. However, the public house does have parking. There has been an approved application for The University of Chester to take over a vacant business building for education purposes not far from the centre - 14/04193/FUL. This has the potential to increase footfall past the centre from students walking in and out of the city centre. The units do accommodate independent retailers. There is residents above the centre on the high street.

Proximity to other centres

A.56 Handbridge is just 0.4km from the secondary shopping street of Chester. Following on from that, Boughton is under 1.5km, but this does include travelling across the city centre and the river, so real time travel would be at further distance. Westminster Park is located 1.7km away.

Accessibility

A.57 As there is no car park at the centre, there is no disabled parking. There are limited timed bays out side the units. Many people travel to the centre on foot, whether that be residents or workers from nearby businesses. As the centre is on a route into the city centre, there is passing trade. There is a pedestrian crossing at the centre and buses do head into the centre.

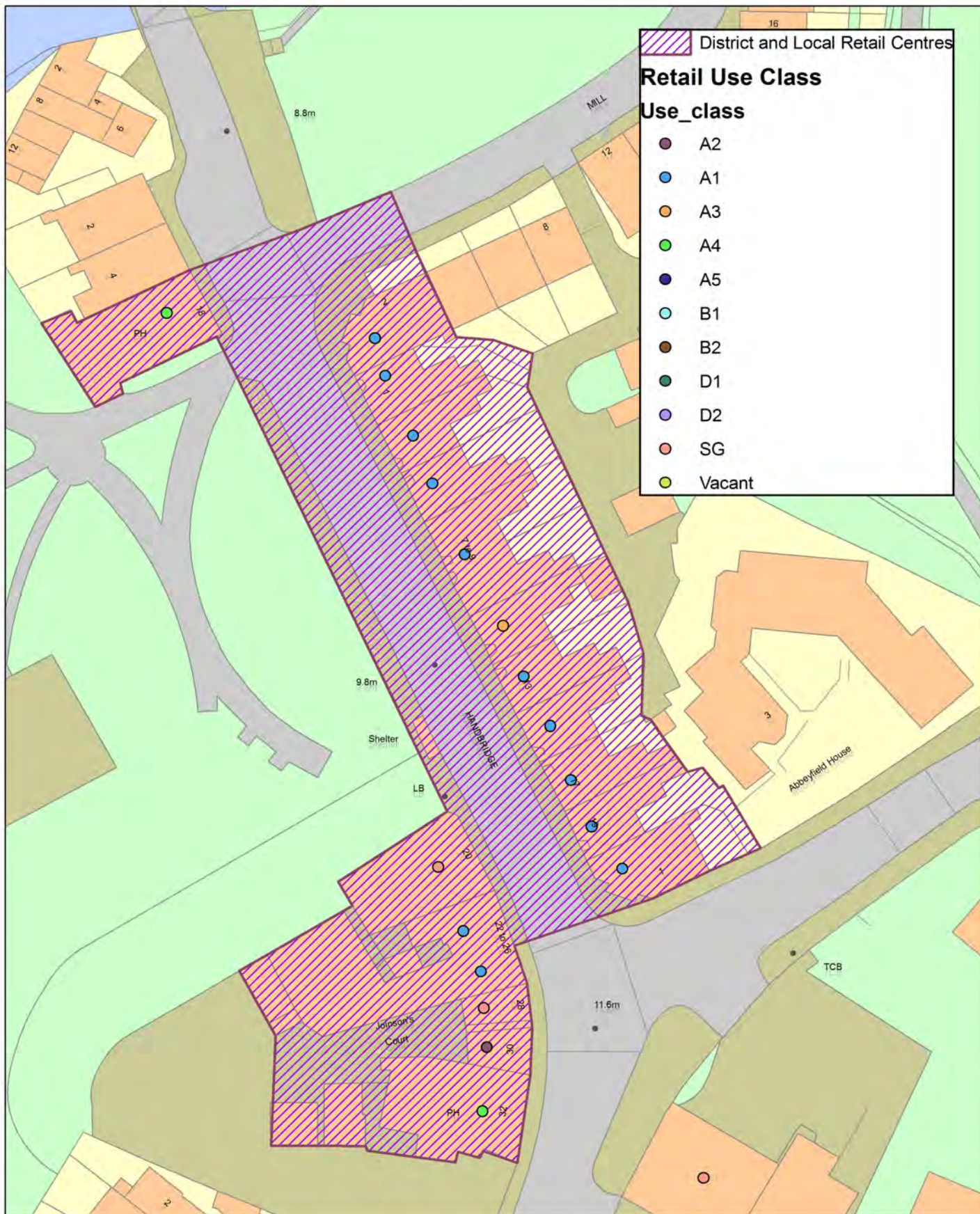
Range of uses

A.58 Majority of uses are retail within the centre. However, there is a diverse range of other uses, such as a laundrette, beauty parlours and public houses. There is also a pharmacy and butcher along with a cafe and financial advisor.

Recommendations

A.59 Handbridge is currently designated as a suburban shopping centre. The centre is busy and many people travel on foot due to its location next to the city centre. The shops are located on a busy through road that is used to enter and leave the city centre. There is a good diverse range of uses and offer other services to local community, such as hot food take aways and a pharmacy. The centre is close to the River Dee, which attracts many tourists and there is a playing field opposite the shops.

Therefore, centre is used more widely than the local neighbourhood and is recommended that Handbridge to become a local retail centre.



Local Retail Centre Handbridge

Kingsway

Location and description

A.60 Kingsway is located north east of Chester and is a purpose built shopping centre. It is within easy access to the M53 and A41. Directly opposite the centre is Lime Woods Fields, which is a popular park and connects to the Chester Millennium Greenway and other cycle routes across the city. The University of Chester Kingsway Campus is located very close to the centre.

Proximity to other centres

A.61 There are two local centres that are located around 1km from Kingsway. They are Weston Grove in Upton and Faulkner Street in Hoole.

Accessibility

A.62 Kingsway has a car park within the centre of the shops, that is well used. There is disabled parking and ramps to the shops from the car park. There is cycle parking available and the centre is surrounded by residential properties that are accessible on foot. There is also a bus stop at the shops.

Range of uses

A.63 Majority of the shops are A1 retail with a few A5 hot food take aways and other uses such as a dental surgery. Many of the units are small independent businesses unique to the area. There is a news agents and small supermarket at the shops. There is also uses such as an advice bureau, pub and a community cafe.

Recommendations

A.64 Kingsway is designated as a suburban shopping centre within the Chester Local Plan. The centre is popular with a variety of people and the dedicated car park is well used. The centre has a collection of small independent retailers and also provides a small supermarket, newsagent and pharmacy. There is also a couple of hot food takeaways that will contribute to the evening economy. Therefore, it is recommended that Kingsway is a local retail centre.

Long Lane, Upton

Location and description

A.65 Long Lane is located north east of Chester and is on the A41, which leads to Ellesmere Port. The centre is not far from the major visitors attraction of Chester Zoo. The centre is small and is split into two by Marina Drive.

Proximity to other centres

A.66 Weston Grove, a suburban shopping centre is located around 0.5km from Long Lane. Kingsway is located around 1.5km from the centre.

Accessibility

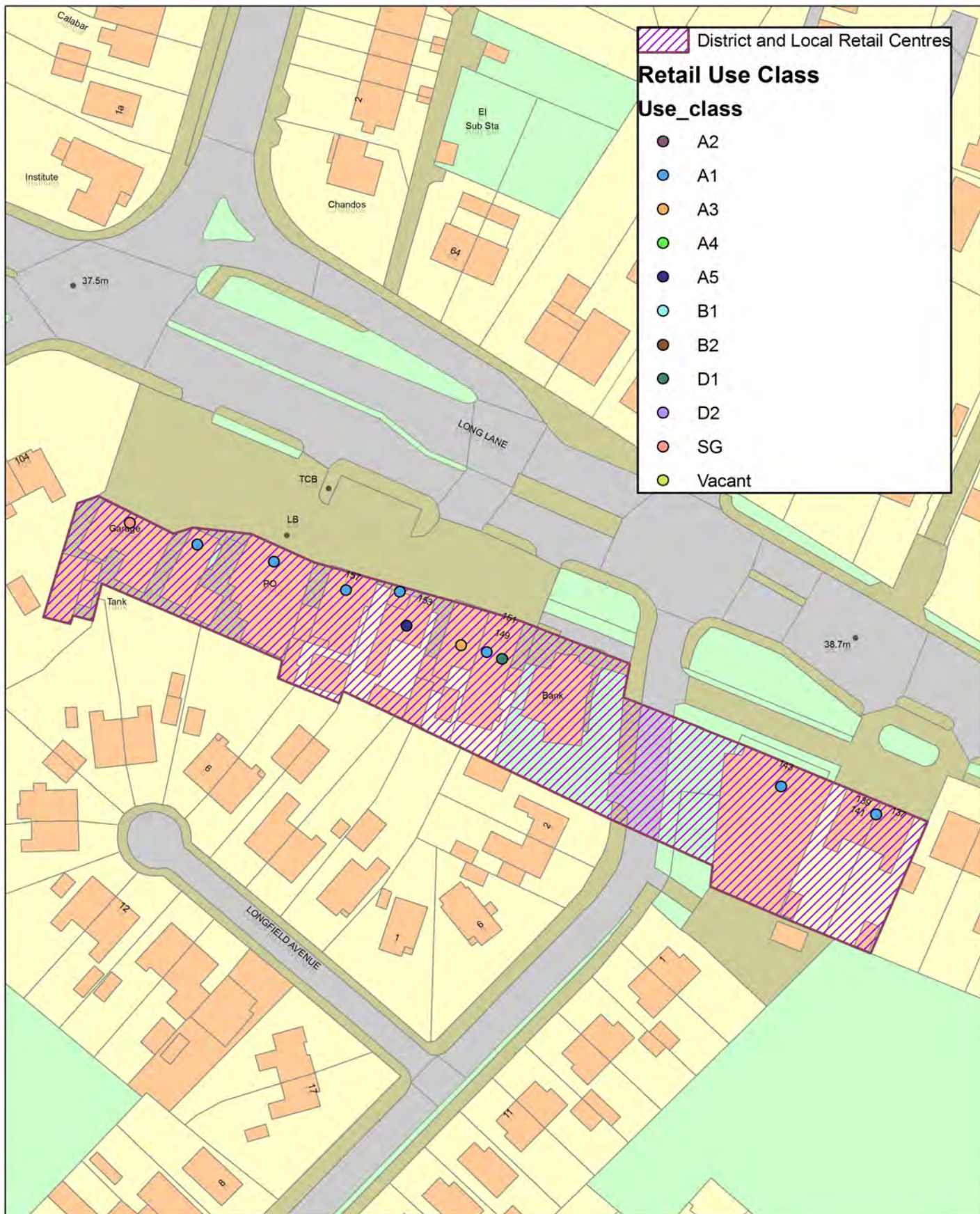
A.67 There is a dedicated car park that offers informal parking off the main road. As it is informal parking, there is no disabled parking. However, there are plenty of spaces and the shops are level. There is no cycle parking but there is a small cycle path at the centre. There are residential properties around the centre and there are pedestrian crossing making the centre accessible on foot.

Range of uses

A.68 The majority of units are A1 shops and other uses such as a hot food take away and a restaurant. There is also a cosmetic dentist at the centre.

Recommendations

A.69 Long Lane is designated as a suburban centre in the Chester Local Plan. There centre is located on the A41 and is in close proximity to the major visitors attraction of Chester Zoo. The centre is on a main road that connects Chester with the Wirral and has a good level of passing trade. The centre has mainly A1 use, but does offer other uses such as a hot food takeaway along with two convenience shops. As the shops are used by a wide catchment of the local community and passers by it is therefore recommended that Long Lane is designated as a local retail centre.



Local Retail Centre Long Lane

Mill Lane, Bache

Location and description

A.70 Mill Lane is located north of Chester and is opposite the Countess of Chester Hospital. Bache train station is located at the centre and has a small car park for train users. This line is between Chester train station and Liverpool stations. There is a supermarket at the centre, with a large car park. There is also a small collection of shops, with its own dedicated small car park. However, the two clusters are separated by Mill Lane and don't feel connected. Although there are some steps.

A.71 There is a motel and public house at the centre. The motel currently has a planning application an extension - 15/00075/FUL. There is also a car wash and garage in the area too.

Proximity to other centres

A.72 Weston Grove is located just above 1km from the centre. Kingsway and Faulkner Street in Hoole are just under 1.5km from the centre.

Accessibility

A.73 The supermarket has its own dedicated car park, with disabled and cycle parking. The small cluster of shops has its own small car park with a zebra crossing at Mill Lane. The hospital is to the west of the shops. Residential properties are accessible by foot and the train station is located next to the supermarket. There is also a bus stop at the cluster of shops.

Range of uses

A.74 Most of the units are A1 shops, including the large supermarket. It should be noted that the supermarket does offer other uses within, such as a pharmacy, cafe and dry cleaners. There are no vacant shops and there is a cafe and hot food take away.

Recommendations

A.75 Mill Lane is designated as a suburban centre in the Chester Local Plan. There is a supermarket in the centre that holds many other uses, such as a pharmacy, dry cleaners and cafe. The small cluster of shops is mainly A1 use, including a post office, off licence, cafe and a hot food take away. Although there is a supermarket, the centre is small and doesn't contain other uses such as banks, non-retail services and public facilities. Therefore, it is recommended that Mill Lane is designated as a local retail centre.

Queen's Road, Vicars Cross

Location and description

A.76 Queen's Road is located in a residential area of Vicars Cross, which is east of Chester. The centre contains four units. The shops are located in the centre of house. Therefore, there is not much opportunity for passing trade and will mainly be used by the immediate neighbourhood.

Proximity to other centres

A.77 Green Lane is also located within Vicars Cross and is under 0.4km from Queen's Road. Christleton Road is located under 1km from the centre.

Accessibility

A.78 There is informal parking located in front of the row of shops. There is also cycle parking available. The centre is located within a residential area and is accessible on foot. There is a bus stop by the shops that serves Vicars Cross and heads into Chester.

Range of uses

A.79 Queen's Road is made up of four units. Two of the units are A1, a convenience shop and hairdressers. There is also a art studio for children and the last unit is vacant. This gives the centre a 25% vacancy rate. However there is a planning application on this vacant property to change the use to a sui generis beauty salon - 15/01228/COU.

Recommendations

A.80 Queen's Road is currently designated as a suburban centre in the Chester Local Plan. The centre is small with four units and they are located within the centre of a residential area, with not much passing trade, other than local people. It is recommended that as Queen's Road shops are neighbourhood significant, they can no longer be considered as a local retail centre and should therefore be deleted.

Sealand Road

Location and description

A.81 Sealand Road is located west of Chester. Sealand Road and Chester Retail Park has a large industrial estate along with out of centre retail in the form of the Greyhound Park. There are a diverse range of uses on Sealand Road, from industrial units, to DIY shops and car sales to retail shops. There is also a few restaurant and fast food take aways. The centre is located on the A584 and links Chester city centre with Wales.

A.82 As the centre has been defined in the Chester Local Plan as a suburban shopping centre by a blue square, the extent of the boundary is unclear. There are two supermarkets located near the blue square.

Proximity to other centres

A.83 Garden Lane in the Garden Quarter is located just under 1km from Sealand Road. The city centre of Chester is just over 1km from the centre.

Accessibility

A.84 As the centre is located on A548, public transport is readily available. The surrounding area does contain some residential properties. However, most units are industrial, car sales and retail units. Therefore, most people are likely to visit the centre in a car or by public transport. There are dedicated car parks at both supermarkets as well as the small parade of shops on Sealand Road. There is a cycle path that runs along Sealand Road.

Range of uses

A.85 The centre has very few shops, but does have two supermarkets. Therefore, there is not much diversity in uses. There are no vacant shops.

Recommendations

A.86 Sealand Road has previously been designated as a suburban shopping centre in the Chester Local Plan. However, the nature of the Sealand Road and the Greyhound Park has changed since this designation. A multi market shop was located at the now Tesco site, so there was a diversity in retailers. The nearby out of centre retail park has evolved in accommodating more than just bulky goods. The catchment that Tesco and Aldi serve are wider than local and is synonymous with the out of centre retail park adjacent to the site. Sealand Road does offer two large supermarkets, however there are not a range of uses that would contribute to a local centre and the supermarkets are not local in nature. It is therefore recommended that Sealand Road is deleted and is considered out of centre retail.

The Parade, Blacon

Location and description

A.87 The parade is located within the ward of Blacon, which is north west of Chester. The Parade is a purpose built parade of shops, with residential units above. There is currently major construction happening, at the west of the Parade. The application 12/04925/FUL is under construction. The application proposes to demolish existing retail and housing within the centre and replace with a mixed use scheme including, new housing (including affordable), a library, a health centre (with pharmacy), new retail units and space for community uses.

Proximity to other centres

A.88 Western Avenue is the closest centre, which is just under 1km from The Parade. Sealand Road is located just under 2km from the centre.

Accessibility

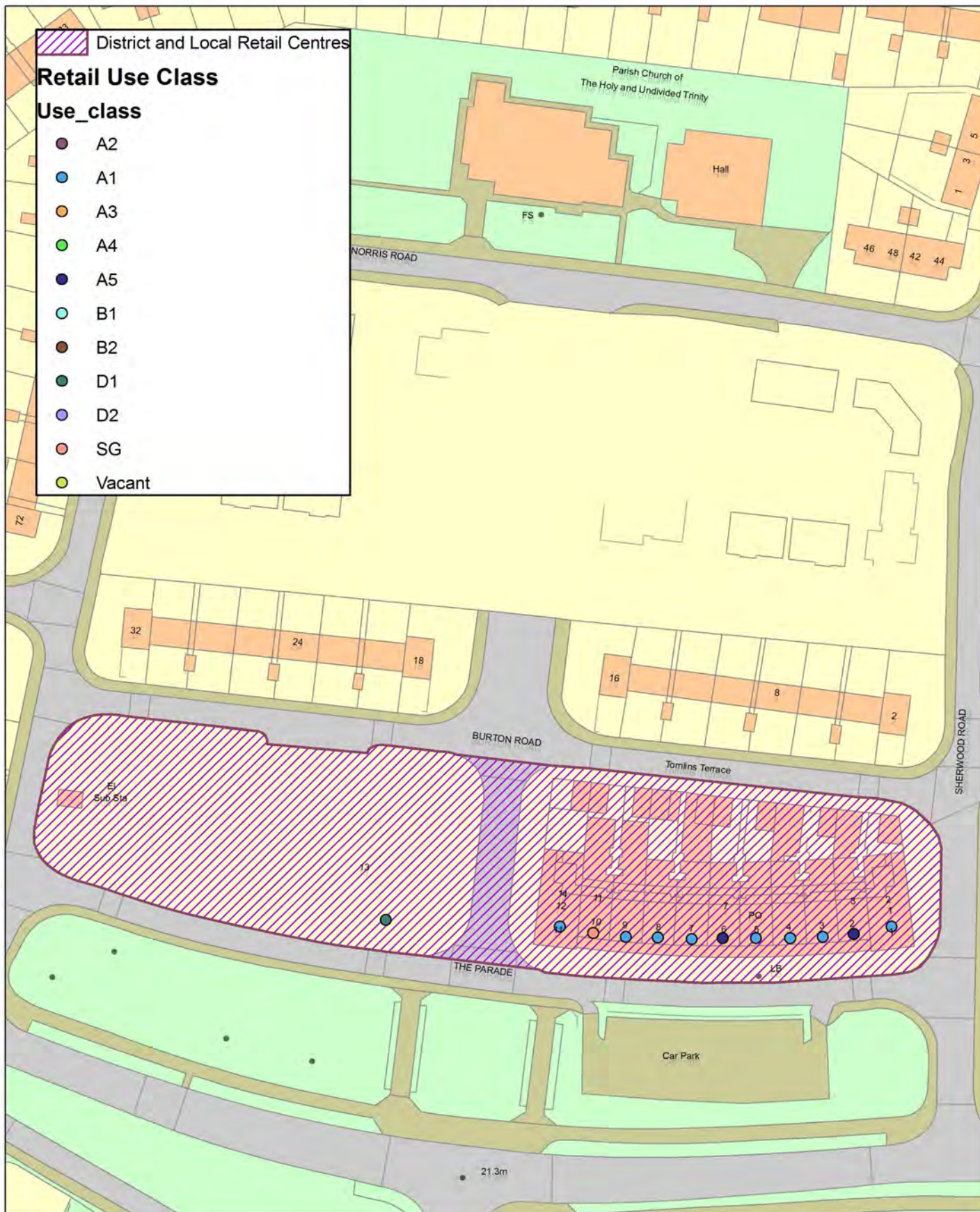
A.89 There is parking available at The Parade. This is slightly disrupted at this moment in time due to construction. There is a bus stop at the centre. The Parade is located on one of the main roads through Blacon and connects Chester with Saughall. Therefore, there is some passing trade. Many people will be able to access the centre on foot.

Range of uses

A.90 More than half of the units are A1 retail within the centre. Other uses include a cafe and hot food take away. It should be noted that once construction is complete, additional retail units will be available along with community facilities, including a library.

Recommendations

A.91 The Parade is designated as a suburban shopping centre in the Chester Local Plan. The centre is busy and well used. There is some diversity and including a pharmacy, post office, news agent and convenience shop. Therefore, the recommendation is for The Parade to become a local retail centre.



Local Retail Centre The Parade

Western Avenue, Blacon

Location and description

A.92 Western Avenue is a purpose built retail unit that is located within Blacon, north west of Chester. Western Avenue is a main road within Blacon and connects it to the A548. The centre has nearby a library and health centre and is also close to the high school and primary school in Blacon. However, there are redevelopment works happened in the centre of Blacon at The Parade. This will included a collection of community facilities including the Library.

Proximity to other centres

A.93 Western Avenue is under 1km from the other centre in Blacon, The Parade. It is also under 2km from Sealand Road shopping centre.

Accessibility

A.94 There is a dedicated car park at the centre with a one way system. There is cycle parking available and disabled bays in the car park. The centre is within a residential area and in close proximity of other facilities such as the library and health centre, which could result in local people accessing the centre on foot.

Range of uses

A.95 The main use in the centre is A1, which includes a convenience shop, hairdressers, pharmacy and butcher. Other uses include a beauty salon and hot food take away.

Recommendations

A.96 Western Avenue was designated in the Chester Local Plan as a suburban shopping centre. The centre is located on a through road to Blacon and contains a convenience shop, pharmacy and hot food take away. However, do to the location on a suburban road leading in and out of Blacon, the shops are more neighbourhood significant rather than a local retail centre. It is therefore concluded that Western Avenue is deleted and is no longer considered a retail centre.

Westminster Park

Location and description

A.97 Westminster Park is located south of Chester and is located on a suburban road. There is a school opposite the centre. Some of Wrexham Road has been released from green belt and allocated for housing in the Local Plan (Part One). The allocation will provide around 1,300 new homes not far from the centre.

Proximity to other centres

A.98 The local centres in Lache and Saltney are both under 1km from the local centre of Westminster Park.

Accessibility

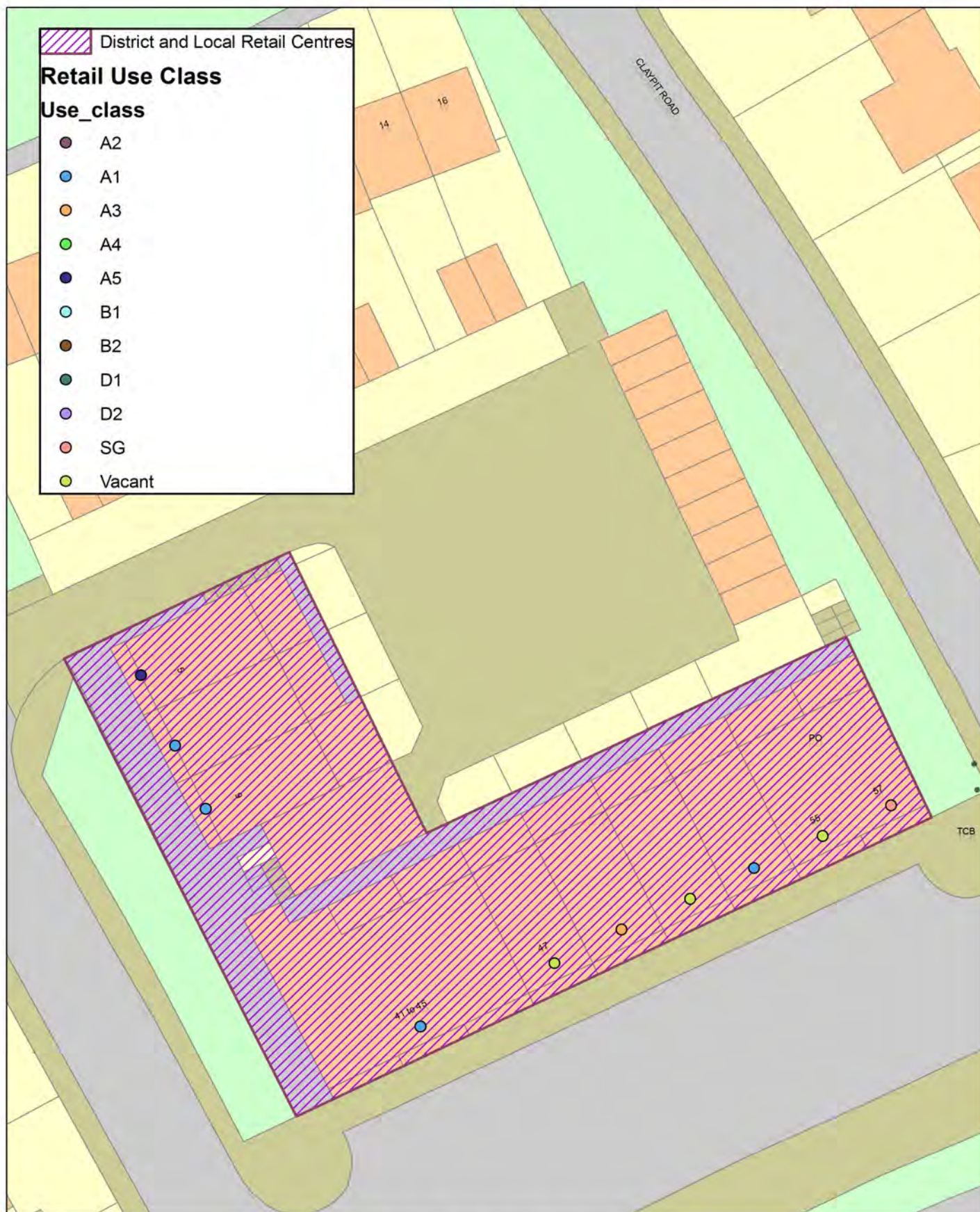
A.99 There is a dedicated car park for the centre, that provides plenty of parking. There is cycle parking available and a bus stop at the centre. The units are located within the centre of Westminster Park, allowing residents to access the shops on foot. Other uses in the area include a local primary school that is accessible to the centre.

Range of uses

A.100 The vacancy rate in the centre is high with 27% of units vacant. Majority of the units are A1, however many are related to hair and beauty, with 27% of units relating to this sector. There is a convenience shop with an associated post office. Other uses include a café and hot food take away.

Recommendations

A.101 Westminster Park is currently designated as a suburban shopping centre in the Chester Local Plan. There is a high vacancy rate within the centre and many of the units are related to hair and beauty. However, there is a convenience shop, with a post office along with a hot food take away and a pharmacy. The centre is easily accessible from Lache Lane and is in close proximity to a local primary school. The car park is well used, indicating that a wider catchment is attracted to the shops. Therefore, it is recommended that Westminster Park is designated as a local retail centre.



Local Retail Centre Westminster Park

Weston Grove, Upton

Location and description

A.102 Weston Grove is located within the suburban area of Upton, which is north east of Chester. The centre is within the residential area on a busy road that leads to many residential properties and Weston Grove is located off the A41. The centre is surrounded by a dentist clinic, primary school and community centre. There are two car parks at the centre, one car park is more formal and the other is informal on street parking.

A.103 There is a vacant public house behind the shops. There is currently a planning application on this site for 12 self contained apartments - 13/03014/OUT.

Proximity to other centres

A.104 There are three local centres that are under 1km from Weston Grove. They are Long Lane in Upton, Mill Lane in Bache and Kingsways.

Accessibility

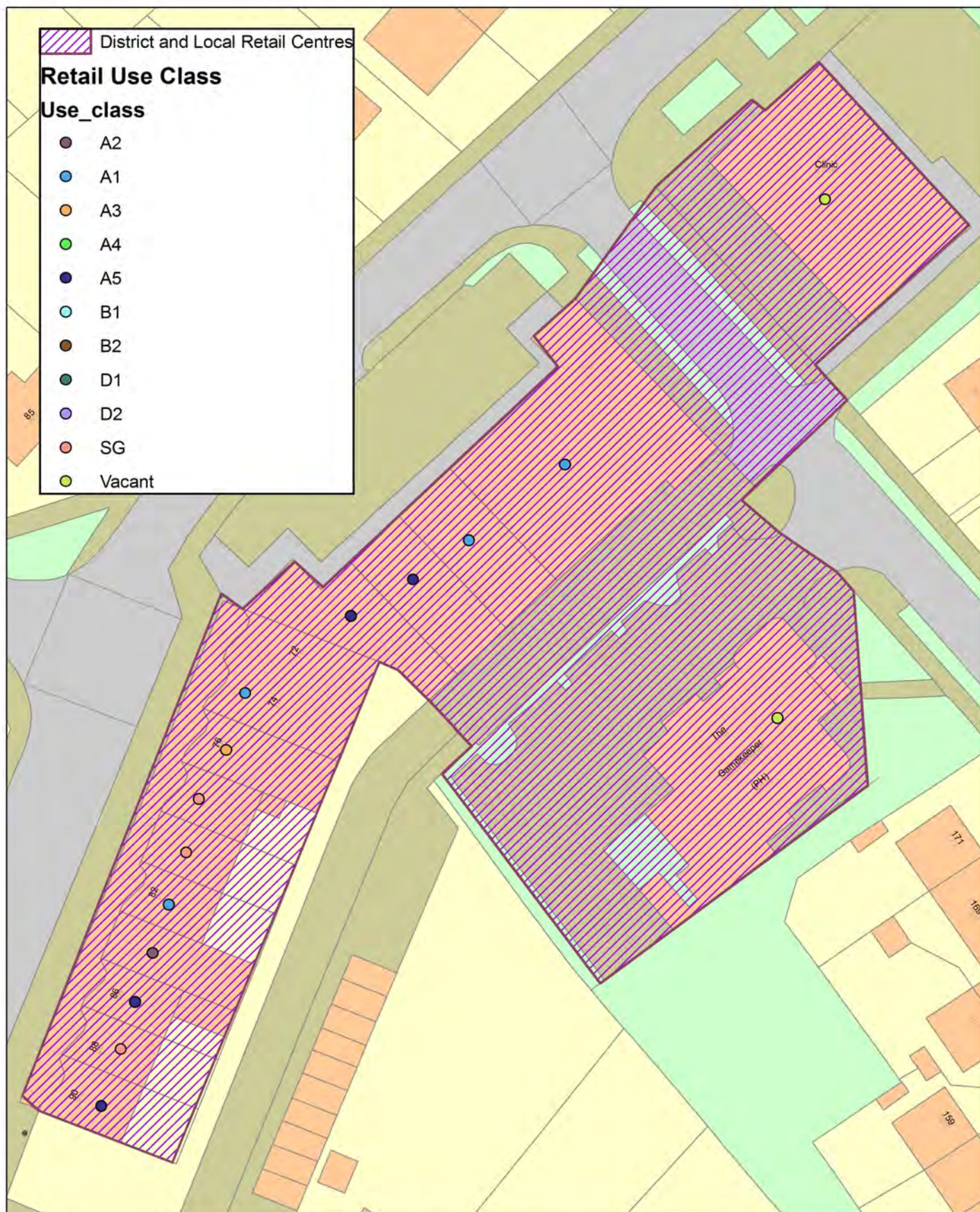
A.105 There is dedicated parking at the centre that is both formal and informal. There is disabled parking and cycle parking. The centre is flat and has a relatively new tarmac. There are buses that travel near the centre. There are many residential properties surrounding the centre and they are accessible on foot.

Range of uses

A.106 There are a good range of uses within Weston Grove, however there is a vacant unit. A1 and A5 uses both make up 29% of the centre. There are a few sui generis uses such as a betting shop and beauty salon. There are also other uses such as cafés and a bank, along with a convenience shop.

Recommendations

A.107 Weston Grove is designated as a suburban shopping centre in the Chester Local Plan. The centre has seen expansion in recent years, with the addition of a convenience shop. The centre is accessible and has a wide range of uses including a bank, hot food take aways, cafés and sui generis uses. There are other uses that surround the centre including a dental clinic, primary school and community centre. It is therefore recommended that Weston Grove is designated as a local retail centre.



Local Retail Centre Weston Grove

Tarvin Road, Chester

Policy

A.108 Tarvin Road has not previously been designated as a retail centre.

Location and description

A.109 Tarvin Road and Christleton Road connect the city centre and train station east Chester and access to the motorways and A41 and A51 out of Chester. Due to this connection, footfall is high, with passing cars and buses and many people use this road to walk into the city centre and vice versa.

A.110 Many of the units are operated by independent traders and many of the units are A1 shops. However, there is no convenience shop in the assessed area. Tarvin road is located between two other proposed centres of Christleton Road, as a local retail centre and Boughton a recommended district centre.

Proximity to other centres

A.111 Tarvin Road is 0.4km from the proposed local retail centre of Christleton Road and 0.5km from the recommended district centre of Boughton. Chester city centre is located 0.9km from the assessed centre.

Accessibility

A.112 Tarvin Road is one of the main routes into the city centre. This especially connects the M53 motorway, A55, A41 and A51 into the city centre. Therefore, there is many buses that pass the proposed centre and many people walk in and out into the centre, passing the proposed centre.

Range of uses

A.113 There is a range of uses in the proposed centre. A1 shop makes up 50% of the proposed centre, but this doesn't include a convenience shop. A2, A3 and A4 uses are also available in the area. The vacancy rate of the proposed centre is 8% and there are a couple of sui generis uses, including a new dog groomers.

Recommendations

A.114 Tarvin road has not been previously recognised as a retail centre in former plans. The assessed centre is close to the recommended Local Retail Centre of Christleton Road and the proposed District Centre of Boughton. The city centre of Chester is a walkable distance and allows for many buses to pass the units. Although the proposed centre has a good range of shops and is important to the local community, there is no convenience shop within the proposed centre. Therefore, the retail units doesn't satisfy the criteria for a local retail centre. It is recommended that Tarvin Road is not taken forward as a local retail centre.

Ellesmere Port

Bunbury Green

Location and description

A.115 Bunbury Green is located south of Ellesmere Port and is located in the ward of Ellesmere Port Town. The centre current consists of four retail units. There is a vacant public house to the south east of the centre. This has a planning application on the site for residential dwellings in two blocks of three with demolition of the public house - 14/01081/FUL. The same site also has planning permission for change of use to a guest house/ B&B. Opposite is a large children's centre and Bunbury Green is very close to the out of centre retail destination of Cheshire Oaks and the Coliseum Leisure Park. A community centre is also in the area.

A.116 Bunbury Green shops are on Alnwick Drive, a suburban street in Ellesmere Port Town that leads to residential properties.

Proximity to other centres

A.117 There are two small shopping centres under 1km from Bunbury Green. They are Wolverham and Underwood Drive in Whitby.

Accessibility

A.118 There is a bus stop directly outside the shops. Bunbury Green is not far from Stanney Lane, a major road into Ellesmere Port. There is a small car park behind the shops, however most cars pull up outside the shops and park on the road. As the centre is within a suburban area, there are many residential properties in walking distance. However, the Coliseum and Cheshire Oaks are a short distance away, along with Sainsbury's.

Range of uses

A.119 There are four units within the centre. Two are A1 uses, one of which is a convenience shop. There is one vacant property and a hot food take away. There is a vacant public house, which has planning permission for redevelopment into residential.

Recommendations

A.120 The centre only contains a few shops, of which one is a convenience shop and a hot food take away. The vacant public house in the area has planning permission for residential units and is in the centre of a suburban area. Therefore, there is little in the way of passing trade. As the shops are neighbourhood significant and the centre doesn't include a diverse range of uses it is recommended that Bunbury Green is deleted and not considered as a retail centre.

Church Parade

Location and description

A.121 Church Parade is located north of Ellesmere Port. The centre is within a quiet residential area with close connections with the M53 and not far from Ellesmere Port Town Centre. The train station is also close for residents. There is a public house south of the centre and a community centre to the south east.

Proximity to other centres

A.122 Church Parade is close to a number of other centres. Westminster is just 0.2km and Raddle Wharf is under 0.5km along with Ellesmere Port Town Centre.

Accessibility

A.123 There is a car park behind the shops and open space at the front, which is mostly used for parking. There is no bus stop at the centre, the two nearest are east of the centre at Westminster Road, which is 0.2km and south on Whitby Road, which is also 0.3km. Further south of the centre is the train station which is also 0.3km. The centre is within a residential area and many of the residents will be able to walk to the centre.

Range of uses

A.124 Over half the units are vacant within Church Parade, which is 63% of the centre. A1 use class is just 25% of the centre and 13% is a doctors surgery. There is a pharmacy in the shops and a charity shop. There is no convenience shop at the centre.

Recommendations

A.125 Church Parade is designated as a small shopping centre within the Ellesmere Port and Neston Local Plan. Over half the units in the centre are vacant and A1 use class equates to 25% of the centre. There is no convenience shop, although there is a pharmacy. The centre is quiet and doesn't have immediate access to public transport, but is close to other centres, including the town centre. The centre is located within a suburban area and doesn't attract a larger catchment than the immediate neighbourhood. Therefore, it is recommended that Church Parade is deleted and not considered as local retail.

Glen Eagles Road

Policy

A.126 Gleneagles Road currently designated is a small shopping centre under SHOP3 policy in the Ellesmere Port and Neston Local Plan.

A.127 STRAT 4 in the Cheshire West and Chester Local Plan allocates the land 0.3km west of the Gleneagles Centre for 2000 dwellings. This could impact the centre, with many more residents in walking distance. There is a approved outline planning application on the site for 1,500 dwellings, with some of the houses on a subsequent reserved matters application. The outline planning permission permits one 400sqm local convenience shop to be erected within the development site - 13/04015/OUT.

Location and description

A.128 Gleneagles Road is west of Ellesmere Port and is within a large residential area. The centre has a public house on site along with residential units above the shops. There is also a green space north west of the shops.

Proximity to other centres

A.129 There are two local shopping centres is close proximity to Gleneagles Centre. Great Sutton is under 0.5km and Little Sutton around 0.8km.

Accessibility

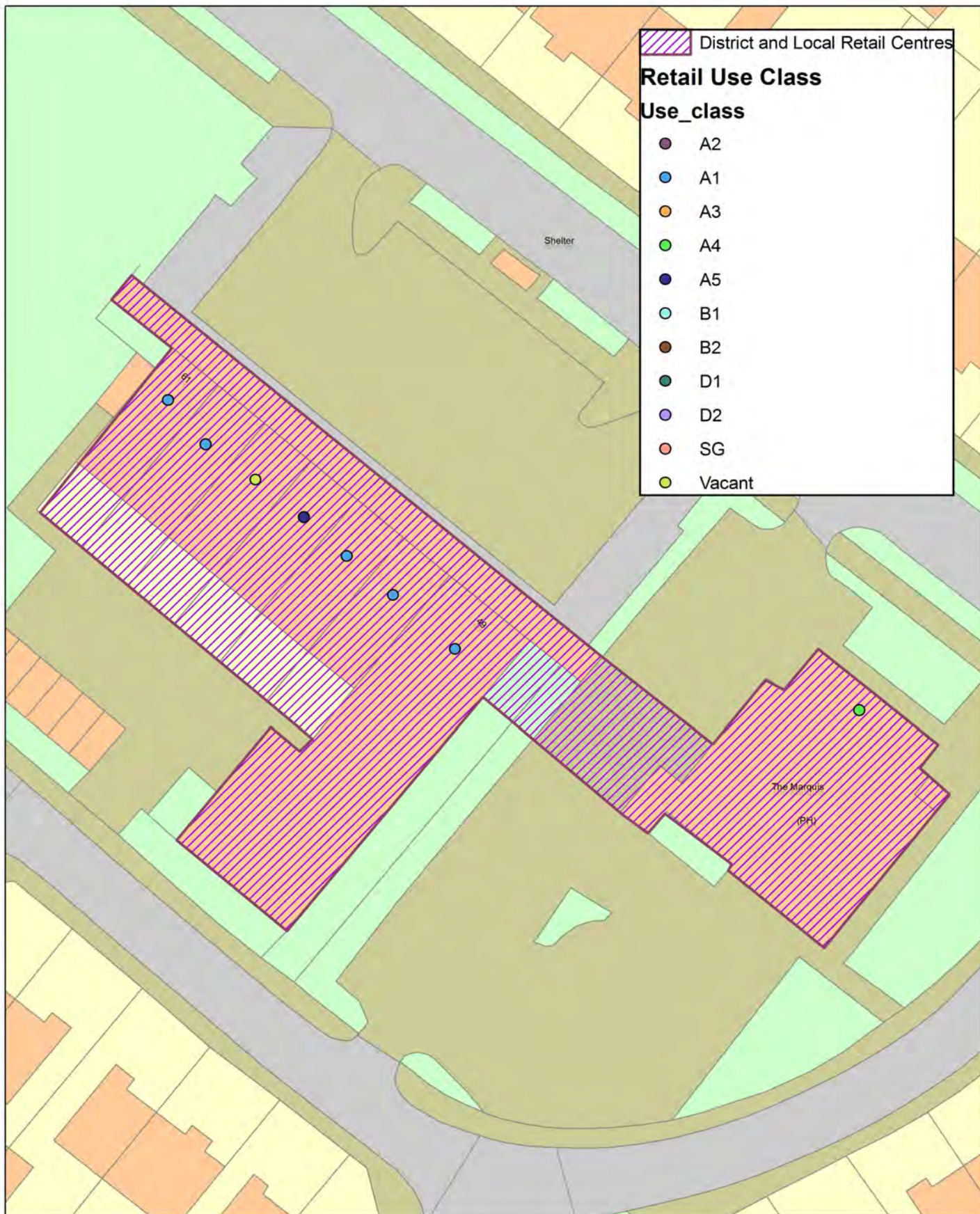
A.130 There is a car park outside the shops, with plenty of spaces, including disabled bays. There is a bus stop directly at the shops.

Range of uses

A.131 The centre is small, with the majority of units being A1 use class, including a convenience shop and a one hot food take away. There is also one vacant unit, making 14% of the centre.

Recommendations

A.132 Currently, Gleneagles is designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The centre has good access via public transport and car and is accessible on foot for many residents. There is a large residential development allocated close to the centre that could increase the footfall at the centre, although there are larger centres in close proximity and a neighbourhood centre is planned for the development. The centre does have a convenience shop and a hot food takeaway. The centre is close to Great Sutton centre, but is the main retail centre for the residents west of the A41. It is therefore recommended that Gleneagles Road is allocated as a local retail centre.



Local Retail Centre Glen Eagles Road

Great Sutton

Policy

A.133 Great Sutton is designated as a local shopping centre within the Ellesmere Port and Neston Local Plan under SHOP2 policy.

A.134 STRAT 4 in the Cheshire West and Chester Local Plan allocates the land west of the Great Sutton Centre for 2000 dwellings. This has the potential to impact the centre, although there is a neighbourhood centre planned for the new development and a small shopping centre is closer proximity. However, Great Sutton does have facilities such as a doctors surgery and dentist, which may attract a wider catchment to the centre.

Location and description

A.135 Great Sutton is located west of Ellesmere Port. The centre is located on Old Chester Road and is just off the A41. The centre runs along the street and has other uses in the area such as a community centre, with play area; village hall; recreation ground; medical centre and a care home.

A.136 The retail is clustered in two parts, one cluster to the north and the other in the middle of the boundary. Further south are other uses rather than retail, such as residential and a garage. There is a public house further south and office space, but these are not clustered and integrated around housing.

Proximity to other centres

A.137 There are three centres under 1km range of Great Sutton. The small shopping centres of Gleneagles Road and Thelwall Road are 0.5km and 0.9km retrospectively. The local shopping centre of Little Sutton is 0.9km from Great Sutton.

Accessibility

A.138 There are a couple of car parks available at the centre, one to the north and one further south. Although the two halves of the centre are walkable, at 1.5km apart, it is unlikely that people popping to the shops will walk between the two.

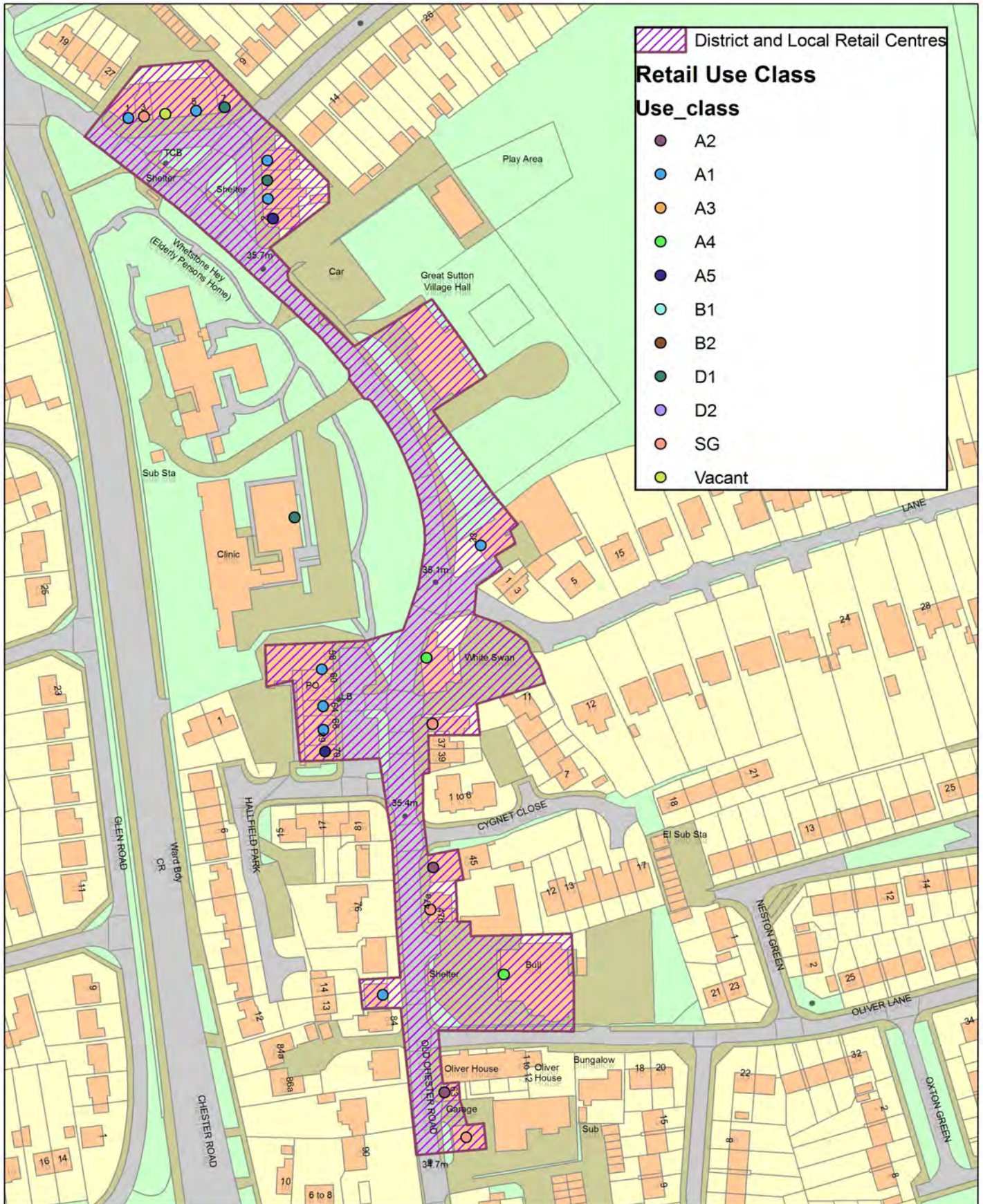
Range of uses

A.139 There are a variety of uses within the centre and A1 use class makes up 41% of the centre. There is a couple of public houses within the centre and hot food take aways. There are quite a few other uses from town centre uses such as, a laundrette, dentist and tanning studio. A1 use classes include a pharmacy and two convenience shops.

Recommendations

A.140 Great Sutton is currently designated as a local shopping centre in the Ellesmere Port and Neston Local Plan. The current designation area is large and covers uses such as residential and non clustered units. The centre includes uses such as a convenience shop, a pharmacy, laundrette and hot

food take aways. As Great Sutton doesn't have a supermarket, it doesn't satisfy the district centre criteria, but does attract a larger catchment and includes many community uses. However, Great Sutton will be recommended as a Local Retail Centre.



Local Retail Centre Great Sutton

Hope Farm

Policy

A.141 Hope Farm is currently designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP3.

Location and description

A.142 Hope Farm is located south west of Ellesmere Port and is located within a residential area. There are other uses within the area including a medical centre with a pharmacy, public house, church and library. The local primary school is also opposite the centre and will increase footfall.

A.143 There is currently a planning application on the vacant unit in the centre. 15/02634/FUL is to change the use of an A1 shop to A5 pizza take away.

Proximity to other centres

A.144 There are four centres that are in the proximity of Hope Farm. The small shopping centre of Whitby Heath is 0.8km from the centre. Woodland Road is 0.85km along with Loxdale Drive. The local shopping centre of Whitby is just over 1km.

Accessibility

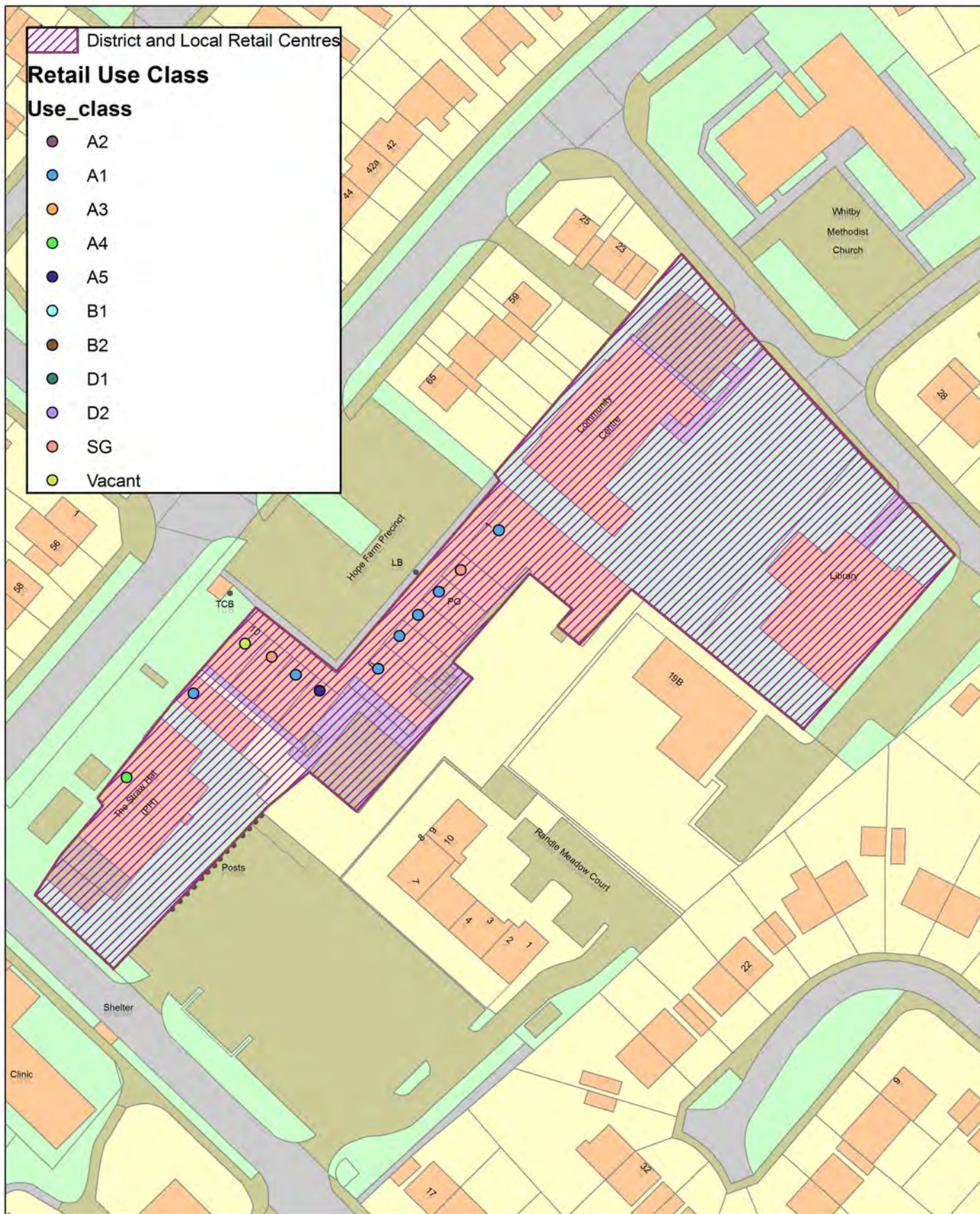
A.145 There is a bus stop outside the doctors surgery, which is next to the retail centre. There is a large car park that operates a one way system with plenty of parking spaces. There is a pedestrian crossing at the centre. However, there is no cycle parking. Due to the location within a residential area and near other local services and infrastructure, many people will be able to access the centre on foot.

Range of uses

A.146 Most of the units in the centre are A1 shops. These include a convenience shop, newsagents, post office and a pharmacy. There is also a hot food take away, public house and beauty shop. There is one vacant property when the survey was conducted. However, there is an approved planning application on this unit for a hot food take away.

Recommendations

A.147 The centre is currently designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The centre is accessible by public transport and car and offers a range of uses for visitors. The centre currently holds a convenience shop, post office, newsagent along with a hot food take away and public house. There are also other facilities in the area including a primary school, doctors surgery, library, community hall and church. Therefore, it is recommended that Hope Farm is a local retail centre.



Local Retail Centre Hope Farm

Loxdale Drive

Policy

A.148 Loxdale Drive is currently designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP3.

Location and description

A.149 Loxdale Drive is a suburban street west of Ellesmere Port. The centre contains five units and is in the centre of a residential area.

Proximity to other centres

A.150 There are two centres both under 0.5km from the centre. They are the small shopping centre of Thelwall Road and the local shopping centre of Whitby.

Accessibility

A.151 The centre is small and offers a small amount of informal parking outside the shops. However this could reflect the size of the centre and the location on a suburban road. There is a bus stop to the east of the centre, which would be a short walk and there is no cycle parking available.

Range of uses

A.152 Most of the uses are A1 shops, which include a pharmacy and convenience shop. There are also two hot food take aways at the centre.

Recommendations

A.153 The centre was designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The centre is located within a suburban street with a total of five units. There is a convenience shop and pharmacy in the centre. However, it is considered that the shops are mainly used by local residents which has a neighbour significance and there are other centres in close proximity. Therefore, it is recommended that Loxdale Drive is deleted and not considered a retail centre.

Little Sutton

Policy

A.154 Little Sutton is currently designated as a local shopping centre is the Ellesmere Port and Neston Local Plan under policy SHOP2.

Location and description

A.155 Little Sutton is located in the Chester Road area, west of Ellesmere Port. Little Sutton does have its own train station that is within the local shopping centre and is accessible from the retail area. The centre is large with a diverse range of shops and other facilities such as a library and community centre. The centre is located on an A41 and is a major road through Little Sutton.

A.156 There is a Tesco Express supermarket outside the current designation of the local shopping centre and is disjointed from the centre and cluster of existing shops.

Proximity to other centres

A.157 Two centres are in close proximity to Little Sutton. Both centres are 0.9km, which are the small shopping centre, Gleneagles Road and the local shopping centre, Great Sutton. Both of which are further south along the A41.

Accessibility

A.158 The train station is within walking distance from the centre and there are a few bus stops along the A41 and Station Road. There are a few car parks available in various areas along the high street, which are free. There are also designated bus stops in various areas in the centre. Although located on the A41, there are many residential properties that surround the centre. There are a few pedestrian crossings, allowing residents to access the centre on foot.

Range of uses

A.159 Being a large centre, there is a diverse range of uses. A1 retail is 42% of the overall high street. These include a convenience shop, pharmacy and post office. There are a large amount of Estate Agents along with many other professionals that are under the A2 use class, making 23% of the high street. Other uses include hot food take aways and cafes and restaurants. The vacancy rate is relatively low in relation to the size of Little Sutton at 6%.

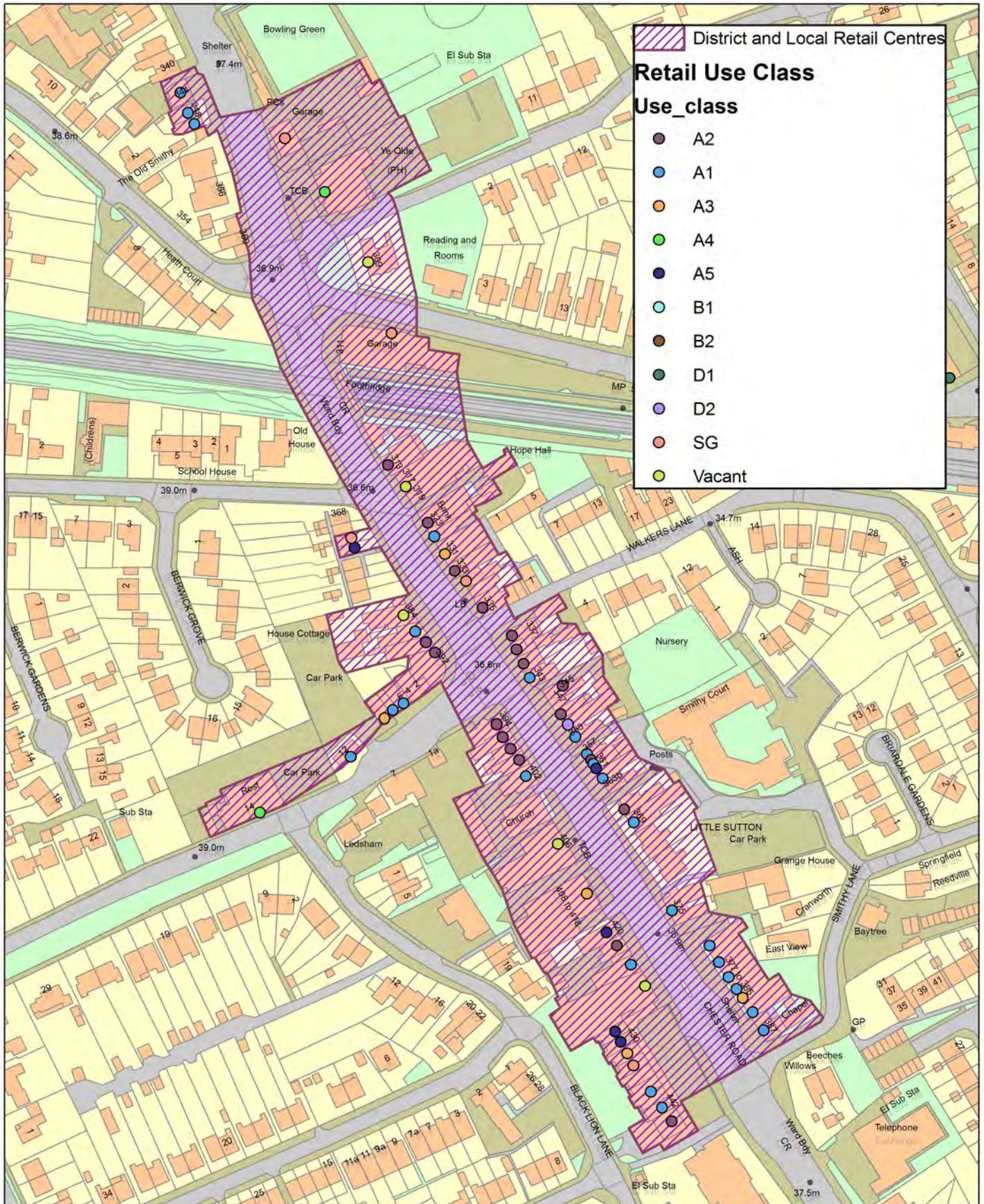
A.160 There are a few current approved applications within Little Sutton. All are change of use applications and most are changing to more leisure facilities such as restaurants and cafes. This reflects the national trend or more leisure facilities within the high street to offer more than just retail to visitors.

A.161 One of the vacant properties has a current planning application for a change of use from an A1 shop to an A3 cafe / restaurant or A4 drinking establishment - 13/04267/COU. Another property a few doors down has a currently planning application for a change of use from A1 shop to expand the restaurant next door - 15/01398/FUL. There is an application for change of use from an A1 shop to A2

with a new shop front - 14/01421/FUL. Across the road there is another application to change an A1 shop to A3 restaurant - 14/02345/COU.

Recommendations

A.162 The centre is currently designated as a Local Shopping Centre in the Ellesmere Port and Neston Local Plan. It is a large centre that is accessible and includes a train station in walking distance. There is a very diverse offer within the centre, including a large number of professional units that fall under the A2 use class. The centre is located on the A41 that connects Chester and Liverpool and will attract a high level of passing trade. There is a Tesco Metro within the area of the centre, however it is not connected to the existing cluster of shops. Although a large centre, with a range of non retail uses, alongside town centre uses that are very accessible, there is no supermarket. Therefore, the centre does not satisfy the district centre criteria, but does satisfy the local retail criteria. Therefore, Little Sutton is recommended as a local retail centre.



Local Retail Centre Little Sutton

Overpool

Policy

A.163 Overpool is designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP3.

Location and description

A.164 Overpool is located north west of Ellesmere Port and is in close proximity of the M53 and is close proximity to Vauxhall Motors, a major employer in the area. The centre is split into two by Rossmore Road West. The centre is very close to Overpool Cemetery and community centre.

Proximity to other centres

A.165 There are three centres within 1km of Overpool. They are the small shopping centre of Pool Town Road, Regent Street and Princes Road. The local shopping centre of Little Sutton is 1.5km from Overpool.

Accessibility

A.166 The centre is located on the B5132, which is a busy road. There is pull in bays on the street, with a buffer from the main road to allow cars to manoeuvre before joining the traffic. As these bays are pull in, there is no disabled parking. The other half of the centre that is further north has an informal parking arrangement and requires cars to enter off Rossmore Road West rather than the B5463.

Range of uses

A.167 There is a diverse range of uses in the centre. A1 retail is 62% of the overall centre. Vacancy rate of the centre is low with 4%. Other uses in the centre include professional services, a cafe and a few hot food take aways.

Recommendations

A.168 Overpool is currently designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The centre is split into two halves by Rossmore Road West. There is a range of shops in the centre, including a post office, a pharmacy and convenience shops. The centre also has a number of hot food take aways. It is therefore recommended that Overpool is a local retail centre.

Pooltown Road

Policy

A.169 Pooltown Road is currently designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP3.

Location and description

A.170 Pooltown Road has three units to the centre. It is located within a residential area and in close proximity to the local primary school and playing field.

Proximity to other centres

A.171 There are five centres under 1km from Pooltown Road. The closest is on Regent Street, a small shopping centre, which is 0.5km. Princes Road and Thelwall Road are 0.6km and Overpool is 0.75km. The local shopping centre, Whitby is 0.9km.

Accessibility

A.172 There is a parking area in front of the retail units that is set back from Pooltown Road. There are bus stops in the area, but this is not directly at the shops and there is no cycle parking. As the shops are in a suburban area and in close proximity to the local primary school and playing field, many visitors will be able to access the shops on foot.

Range of uses

A.173 There are only three units in the centre. This does include a small supermarket, hair a beauty salon and a hot food take away.

Recommendations

A.174 Pooltown Road was designated by the Ellesmere Port and Neston Local Plan as a small shopping centre. The centre is very small and only contains three shops, one of which is a convenience shop and a hot food take away. The centre is accessible, however there is no direct bus stop at the shops. The centre is also very close to a number of other centres in the area. It is therefore recommended that Pooltown Road is deleted and not considered a retail centre.

Princes Road

Policy

A.175 Princes Road was designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP3.

Location and description

A.176 Princes Road is located north west of Ellesmere Port. It is bounded to the north by a train line, although no station is in walking distance. Princes Road is within a residential area and has many residential streets off it.

Proximity to other centres

A.177 There are three centres under 1km from Princes Road. The small shopping centres of Regent Street and Pooltown Road are 0.2km and 0.6km. The Town Centre of Ellesmere Port is 0.9km.

Accessibility

A.178 There is a bus stop a short walk from the centre. There is informal parking at the centre in front of the shops. Although some cars were parked on the road and there is no cycle parking. The centre is accessible on foot from the surrounding residents.

Range of uses

A.179 There is one vacant shop, which results in a vacancy rate of 33%. The other two units are A1 use class, one is a convenience shop and the other is a hair and beauty shop.

Recommendations

A.180 Princes Road was designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. Princes Road is a connecting road for many residents. There is only three units within the centre, with one vacant. Although there is a convenience shop. There are many centres within 1km of the centre, including the Town Centre. Therefore, it is recommended that Princes Road is deleted and not designated a retail centre.

Raddle Wharf

Policy

A.181 Raddle Wharf was designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP3.

Location and description

A.182 Raddle Wharf is located off Lower Mersey Street and is on the Manchester Ship Canal. The M53 is very close to the centre and close to the tourist attraction the boat museum. There is a Holiday Inn at the centre and some additional units across the water that is accessible on a bridge. Many of the units are residential, but there is a restaurant. The retail units are below a new purpose build accommodation block on the canal.

Proximity to other centres

A.183 There are three centres within 1km of Raddle Wharf. The small shopping centre, Church Parade is 0.4km. The local shopping centre of Westminster is 0.3km and the Town Centre of Ellesmere Port is 0.8km.

Accessibility

A.184 Raddle Wharf is a difficult area to find as the access road runs underneath the M53 motorway and access to the north of Raddle Wharf is via a different access road. There is a small amount of informal parking outside the units. The main road, A5032 is to the south, which the units back onto. Therefore, the front of the shops is very quiet and faces the canal. The area where Raddle Wharf is, is quite industrial and is cut off from the rest of Ellesmere Port by the M53 motorway to the south and the Manchester Ship Canal and River Mersey to the north. There are some residents within the immediate vicinity and Holiday Inn guests may access the centre on foot as well as visitors to the Waterways Museum, but due to its location, it would be hard to access the centre as a pedestrian. There is no bus stop at the centre itself, but is one that is accessible at 0.3km.

Range of uses

A.185 There is a high number of vacant properties within the centre. At 33% this is the highest proportion of any of the use classes as A1 shop only makes up 25%. There is no convenience shop in the centre and other uses include office space and a leisure centre.

Recommendations

A.186 Raddle Wharf was designated in the Ellesmere Port and Neston Local Plan as a small shopping centre under policy SHOP3. The centre is not very accessible as it is difficult to find by car and the bus doesn't stop at the centre itself. It is also difficult to access the centre on foot if you are not an immediate resident or visitor to the area. There is no convenience shop and there is a high vacancy rate. It is therefore recommended that Raddle Wharf is deleted and not considered a retail centre.

The Arcade, Regent Street

Policy

A.187 The Arcade was designated in the Ellesmere Port and Neston Local Plan as a small shopping centre under policy SHOP3.

Location and description

A.188 The Arcade is situated on the corner of Regent Street and Deansgate, west of Ellesmere Port. The centre is not far from the West Cheshire College Campus. The centre is within a suburban area not far from the town centre and is a main route from the town to residential properties.

Proximity to other centres

A.189 The Arcade is in close proximity to four centres. The small shopping centre of Princes Road is 0.2km and Pool Town Road is 0.5km. The local shopping centre of Whitby is 0.7km and the Town Centre of Ellesmere Port is 0.8km.

Accessibility

A.190 There is a informal parking arrangement outside the the shops that is set back from the cross roads. There is a bus stop at the centre, but there is no cycle parking. Due to the proximity to West Cheshire College and the residential area, many people will be able to access the centre on foot.

Range of uses

A.191 There is one vacant unit at the centre. There is a range of uses including a convenience shop, cafe, barbers and hot food take aways. There is also a tattoo artist at the centre.

Recommendations

A.192 The Arcade was designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The area is mainly residential and is within walking distance from West Cheshire College. The centre is accessible and does have a range of uses including a convenience shop and hot food take aways. However, the centre attracts a small catchment of the surrounding neighbourhood. Therefore, The Arcade is recommended for deletion and not considered a retail centre.

Thelwall Road

Policy

A.193 Thelwall Road is designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP3.

Location and description

A.194 Thelwall Road is located west of Ellesmere Port and is off Sutton Way, which is a major road running east to west in Ellesmere Port. The area is largely residential and in close proximity to the A41. There are other uses that surround the centre such as a primary school and nursery school along with a church and residential home for the elderly.

Proximity to other centres

A.195 There are four centres that are under 1km. The small shopping centre of Loxdale Drive is 0.5km and Pooltown Road is 0.65km from the centre. The local shopping centre of Great Sutton is 0.75km and Whitby is 0.9km.

Accessibility

A.196 There is an informal parking bays outside the row of shops on Thelwall Road. There is also a large car park at the Tesco Metro car park, which is in the centre. There is a bus stop at the centre, along with a pedestrian crossing to cross Sutton Way, which is a busy road. The shops are in a residential area and many people can access the centre on foot.

Range of uses

A.197 There is a range of uses within the centre, including a convenience shop, two hot food take aways and a beauty salon. There are no vacant shops in the centre.

Recommendations

A.198 Thelwall Road is currently designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The centre is on a main road through Ellesmere Port and will be passed by commuters and residents. There is also other uses such as a primary school and local nursery that will increase the footfall to the centre. There is currently two convenience shops, one being a national chain supermarket and two hot food take aways. This amounts to a stronger evening economy, allowing the centre to be busy for a longer period throughout the day. Therefore, this centre is recommended as a Local Retail Centre.



Local Retail Centre Thewall Road

Underwood Drive

Policy

A.199 Underwood Drive is designated in the Ellesmere Port and Neston Local Plan as a small shopping centre under policy SHOP3.

Location and description

A.200 Underwood Drive is located south of Ellesmere Port. The centre is small with five units located on a suburban street. Although the road links the A5032 and B5132, which both have access to the Town Centre. The road also has many residential streets leading off Underwood Drive.

Proximity to other centres

A.201 There are three small shopping centres at 8km from Underwood Drive Centre. They are Woodland Road and Whitby Heath, both to the west of the centre. To the east, Bunbury Green. The local shopping centre of Whitby is 0.9km from the centre.

Accessibility

A.202 There is a bus stop directly at the shops. There is also an informal parking arrangement in a designated area in front of the shops. There is no cycle parking. However the centre is surrounded by residential housing, many of which could access the shops on foot.

Range of uses

A.203 There are two vacant units within the centre, resulting in a vacancy rate of 40%. The other three units are A1 shops, including a small supermarket, newsagent and florist.

Recommendations

A.204 Underwood Drive was designated in the Ellesmere Port and Neston Local Plan as a small shopping centre. The centre is small and on a suburban street in Ellesmere Port. The centre has a high vacancy rate at 40% and the other uses mostly cater for convenience that is for the immediate neighbourhood. Underwood Drive is also in close proximity to other centres that offer more choice including Whitby. Ellesmere Port town centre and Cheshire Oaks are a short journey away. Therefore, it is recommended that Underwood Drive is for deletion and will not be considered as a retail centre.

Whitby

Policy

A.205 Whitby is designated as a local shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP2.

Location and description

A.206 Whitby is south west of Ellesmere Port and is located on Chester Road, a main route into Ellesmere Port. The centre is not far from the University Academy, a high school and Ellesmere Port hospital.

Proximity to other centres

A.207 Whitby is 0.7km from the Town Centre of Ellesmere Port. Other small shopping centres are 0.8km such as Whitby Heath and Thelwall Road.

Accessibility

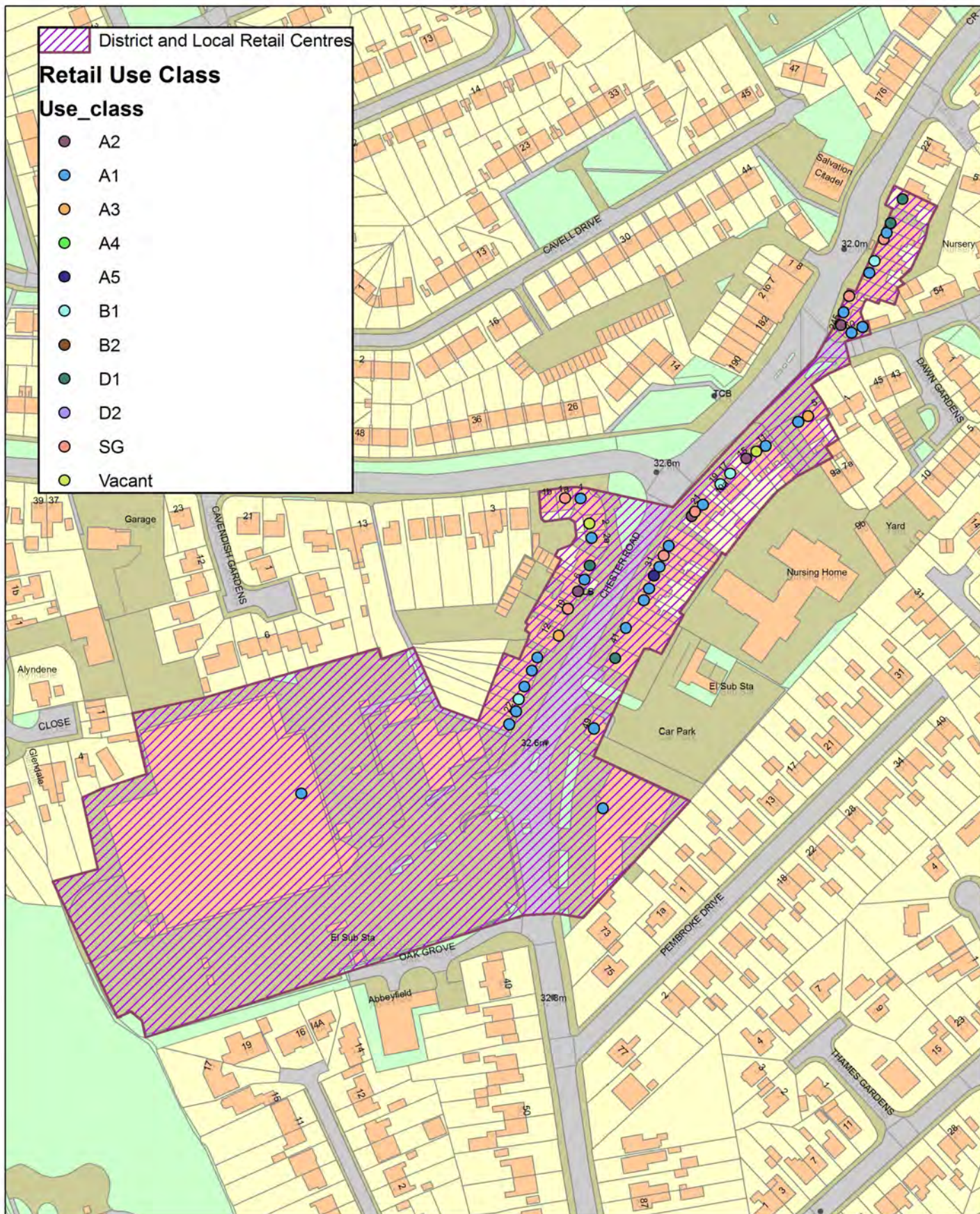
A.208 There are a couple of bus stops at the centre that head into the Town Centre. As the centre is on a main road to Ellesmere Port town, there is plenty of passing trade. There is a free car park to the east of the centre and there is a Morrisons supermarket that has a large car park and petrol station. Many of the residential properties around the centre will have access to the centre on foot and there are zebra crossing to help pedestrians circulate around the shops.

Range of uses

A.209 The vacancy rate of the centre is 4%, which amounts to two properties. A1 use class is the majority use with just over half the units. Quite a few units are A2 use class along with B1 office use and sui generis uses. This includes beauty salons and tattoo artists. There is a small amount of A3 use. The A1 uses include a supermarket, which also has a dry cleaners and café, florists and comparisons shop.

Recommendations

A.210 Whitby is designated as a local shopping centre in the Ellesmere Port and Neston Local Plan. The centre is located on a busy road, which leads to the town centre. There is a supermarket at the centre along with a range of uses such as shops, professionals and offices. The centre is accessible as there are a number of bus stops and a free public car park. Vacancy rates in the centre are also low. Although the centre does have a supermarket and satisfies some of the district centre criteria, there are many uses that are not town centre uses. The centre is in close proximity to the town centre and therefore will limit the catchment the centre attracts. Therefore, Whitby is recommended as a local retail centre.



Local Retail Centre Whitby

Whitby Heath

Policy

A.211 Whitby Heath is currently designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP3.

Location and description

A.212 Whitby Heath is south west of Ellesmere Port and is located on Chester Road, which leads to Whitby local shopping centre and Ellesmere Port Town Centre. The shops are set back from the main road with informal parking in front of the units.

Proximity to other centres

A.213 There are four centres under 1km of Whitby Heath. They are the small shopping centres of Woodland Road, Underwood Drive and Hope Farm along with the local shopping centre of Whitby.

Accessibility

A.214 There is an informal parking arrangement outside the units, which is set back from the main road. There is a bus stop a short walk from the centre. There are some residential units in walking distance to the centre. However as the only convenience goods shop is an off licence, it is more likely for these people to walk to other nearby centres such as Whitby.

Range of uses

A.215 There are no vacant shops in the centre and half the units are A1 use class. However, this does not include a small supermarket and the only convenience shop is an off licence. The other uses include A2 professional and financial services and sui generis uses, which are both beauty shops.

Recommendations

A.216 Whitby Heath is designated in the Ellesmere Port and Neston Local Plan as a small shopping centre. The area is very close to other centres, including the local shopping centre of Whitby with a large supermarket. There is no convenience shop for everyday goods at the centre and a few of the uses are A2 or sui generis in a small cluster of shops. It is therefore recommended that Whitby Heath is deleted and is not considered a retail centre.

Wolverham

Policy

A.217 Wolverham is designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP2.

Location and description

A.218 Wolverham is mainly located on Milton Road, which is south east of Ellesmere Port. It is a small centre that is located on the edge of a roundabout. There is a public house opposite the centre with a bookmakers next door. The building is modern and has residential units incorporated into the building. The shops are close to two local primary school, parish centre and playing fields.

Proximity to other centres

A.219 There are two small shopping centres in close proximity. Underwood Drive is 0.9km and Bunbury Green is 0.8km. The town centre of Ellesmere Port is 0.6km.

Accessibility

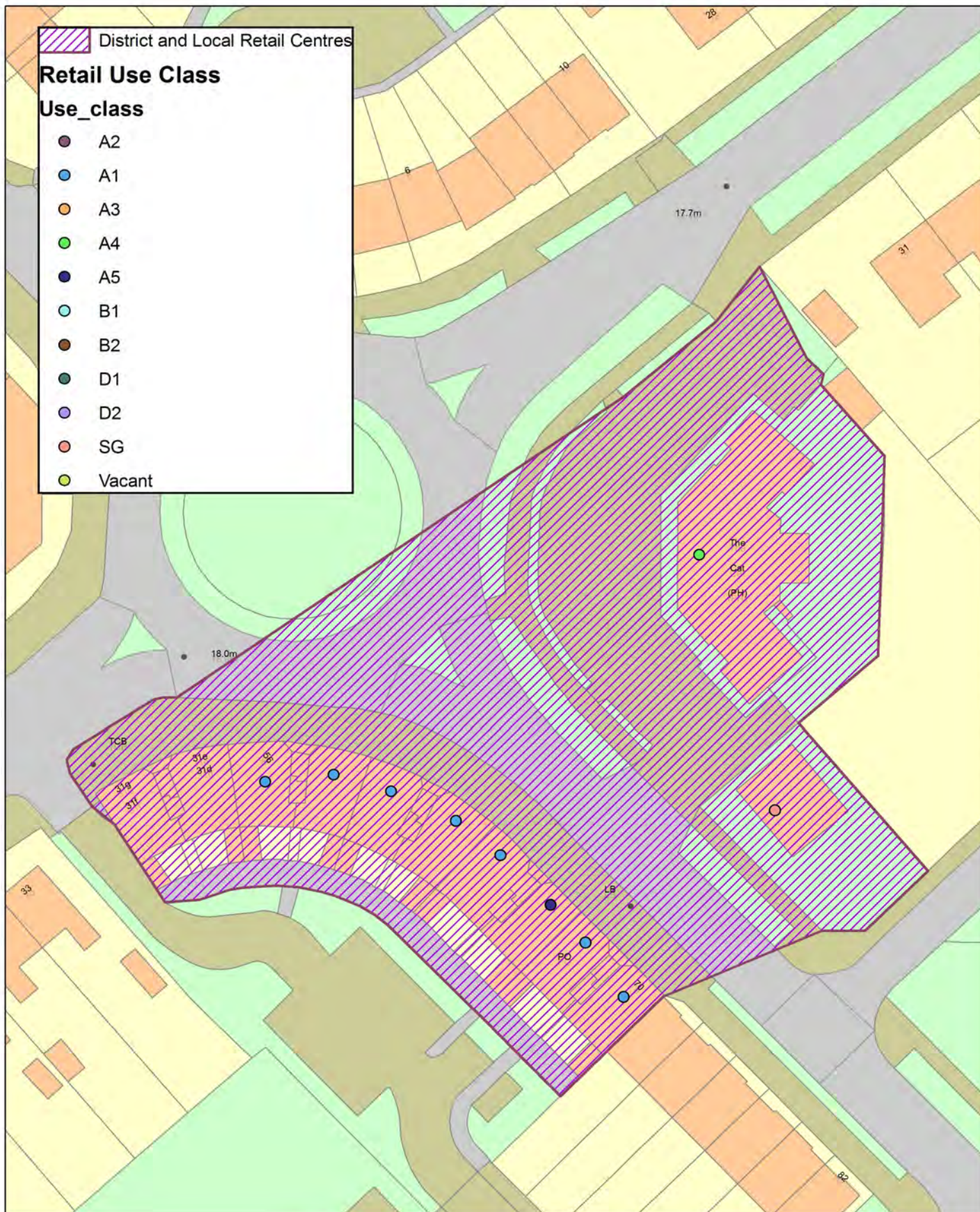
A.220 There is no dedicated parking at the centre, but there is space on the road to park, which is a suburban quiet street. There is a bus stop a short walk from the centre, but no cycle parking is available. The centre is in a residential area and many residents could walk to the centre.

Range of uses

A.221 There is a good range of uses in the centre and there are no vacant shops. The majority of uses is A1. These include a convenience shop, post office and hairdressers. Other uses include a hot food take away. There is a public house on the opposite side of Milton Road along with a bookmakers.

Recommendations

A.222 Wolverham is designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The centre is in a suburban area and offers convenience to local residents. There is a post office and convenience shop along with a hot food take away. Therefore, it is recommended that Wolverham is designated as a local retail centre.



Local Retail Centre Wolverhampton

Woodland Road

Policy

A.223 Woodland Road is currently designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP3.

Location and description

A.224 Woodland Road connects with Chester Road, a main route into Ellesmere Port Town to the north. West of the centre is a high school and to the south is a public house and bowling green. The centre is small with five units surrounded by residential dwellings.

Proximity to other centres

A.225 There are three centres under 1km from the centre. The small shopping centres of Whitby Heath to the north of the centre is 0.25km and to the east is Underwood Drive at 0.8km. The local shopping centre of Whitby is 0.9km north of the centre.

Accessibility

A.226 There is a informal parking on the street to allow cars to pull up. The public house opposite the shops has a large car park. There is no cycle parking and there are bus stops on both Woodland Road a Chester Road to access the units. Local residents and the high school pupils will be able to access the centre on foot.

Range of uses

A.227 Majority of the units are A1 use class, including a convenience shop. There is also a hot food take away. The other units are a carpet shop and two hairdressers.

Recommendations

A.228 Woodland Road is designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The centre is just off a main road into the town centre. There is limited parking, however, this could be adequate for people just popping to the shops by car. There is not really a diverse range of shops, but there is a hot food take away and small supermarket. As the shops service the local community and are just neighbourhood significant, it is recommended that Woodland Road is deleted and is not considered a retail centre.

Westminster

Policy

A.229 Westminster is designated in the Ellesmere Port and Neston Local Plan as a local shopping centre under SHOP2.

Location and description

A.230 Westminster is located north of Ellesmere Port and is in close proximity to Ellesmere Port train station, which currently falls under the centre designation. The centre is close to the M53 and Ellesmere Port town centre.

A.231 The land east of the centre and at the end of Crescent Road has a planning application for erection of 46 dwellings - 10/00327/OUT and 13/05372/REM. Although this area isn't in the existing local shopping centre boundary, it does sit next to it and has the potential to increase footfall.

A.232 The previous designation is made of up bulky retail to the east and small local shops to the west. The train station is south of the boundary.

Proximity to other centres

A.233 There are two small shopping centres in close proximity. Church Parade is 0.2km and Raddle Wharf is 0.4km. Ellesmere Port town centre is 0.4km from the centre.

Accessibility

A.234 Ellesmere Port train station is within walking distance and over the railway bridge is a large free car park that services the centre and the town centre. The Westminster Retail Park also has a car park along with the B&Q store. The centre is located at junction 9 of the M53 and the A5032 that runs through the centre is the main route for Ellesmere Port town centre. There are bus stops at the centre and some residential properties that could access the centre on foot.

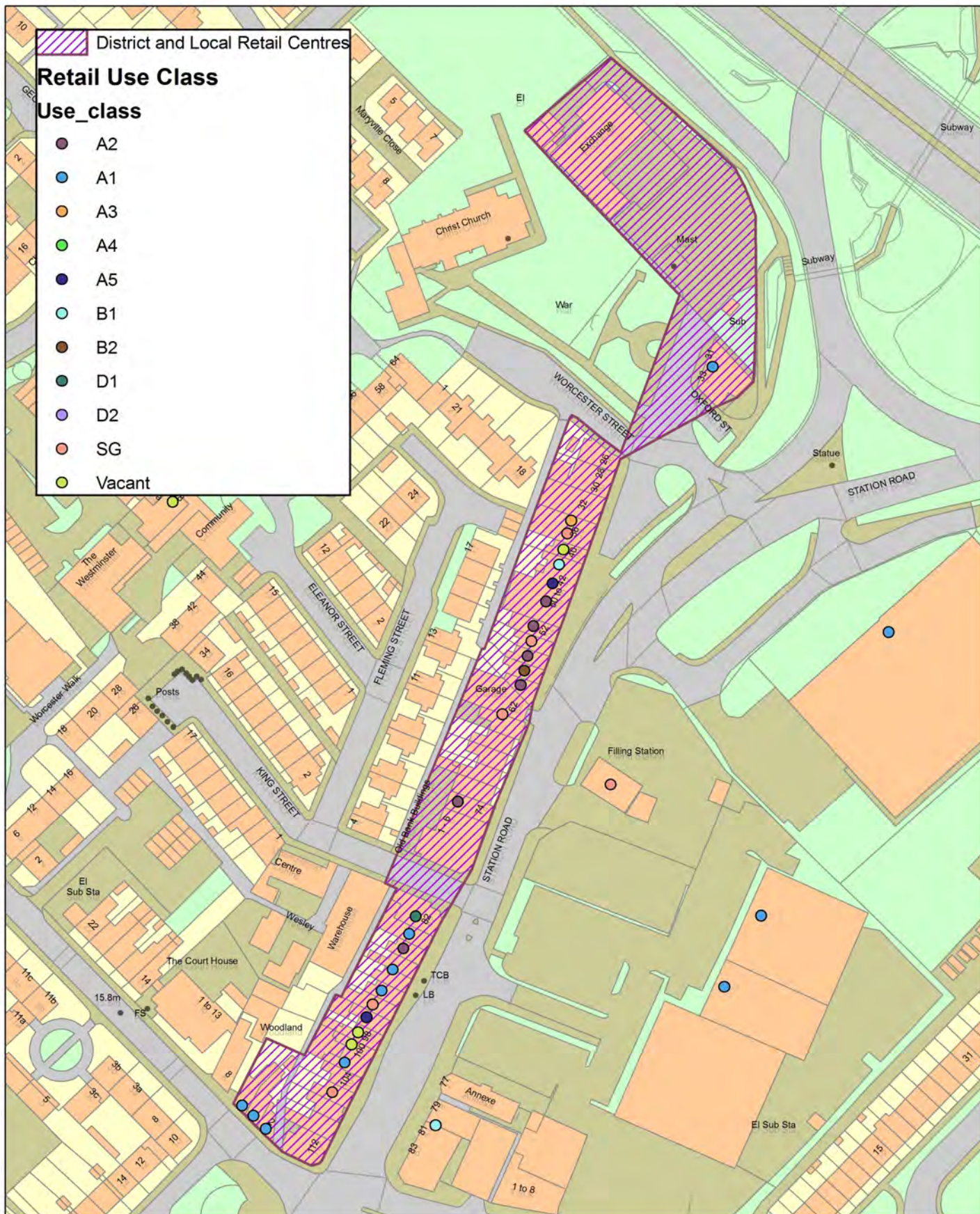
Range of uses

A.235 The vacancy rate is at 9% for this large centre. A1 use class is the main use in the centre, however, this only makes up 29%. There are a range of other uses including a higher percentage of A2 use class at 17%, education facilities and care assistants along with a tattoo artist and garages. The shops within the A1 use class are large national chains that mostly offer bulky goods, such as a B&Q and Halfords.

Recommendations

A.236 Westminster was designated as a local shopping centre in the Ellesmere Port and Neston Local Plan. The centre is located on a busy through road between the M53 and Ellesmere Port town centre. There are a couple of national retail chains selling bulky goods along with a range of other uses such as letting shops, educational facilities and garages. The centre is very accessible in close proximity

to the train station, local residents and the town centre. Westminster has a limited amount of convenience shops, with the majority in the use class A1 being comparison. The retail park to the east contains units that sell bulky goods, which would be considered out of centre retail as the catchment it services is larger than the local community. Therefore, the boundary reflects the local nature of the centre, to include the small shops that are local in nature. Therefore, Westminster is recommended as a local retail centre.



Local Retail Centre Westminster

Northwich

Castle Street / Chester Road

Policy

A.237 Castle Street / Chester Road is designated as a local centre in the Vale Royal Local Plan under policy STC 1.

Location and description

A.238 Castle Street is located south of Northwich and is the A559 into the town. The centre is a high street style centre that is mainly populated on the south side of castle street. Although on a main road, there are residential units to the north and south of the centre.

Proximity to other centres

A.239 There are three centres under 2km from Castle Street. The town centre of Northwich is 0.8km from the centre and the local centre on Station Road is 1.8km. The large village centre of Hartford is 0.9km.

Accessibility

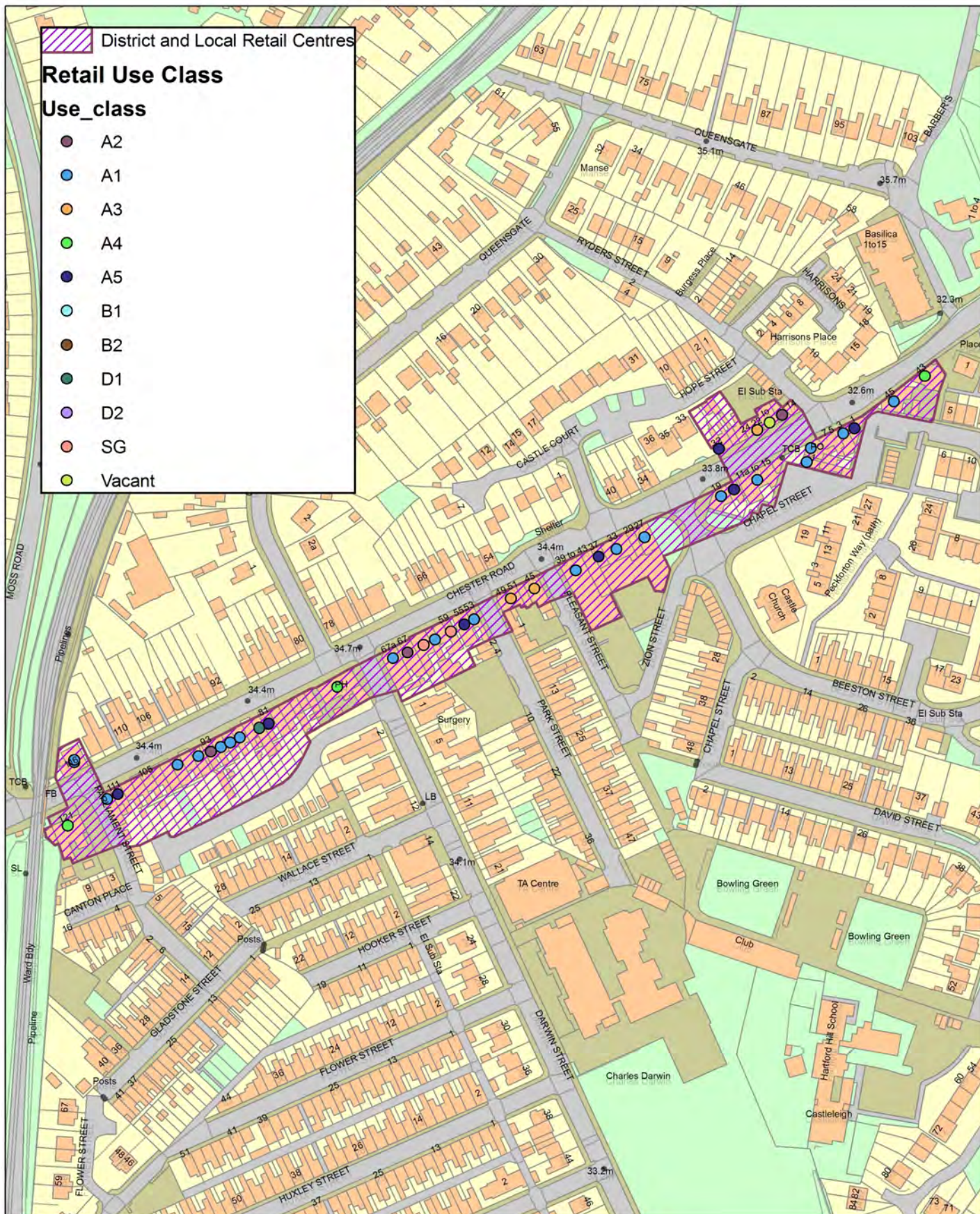
A.240 Castle Street is a main road into the town of Northwich that runs into Chester Road. There is parking on street that has time limits and a free public car park on one of the suburban streets, south of the centre. There are a few bus stops along the road. Many of the residents will be able to access the centre on foot.

Range of uses

A.241 There are no vacant shops in the large centre. There is a good range of uses, with A1 shops occupying just under half the units. This includes a national chain small supermarket and post office. There are a number of professional services from A2 use class. There are a high number of hot food take aways, making 20% of the high street. There are a number of uses that would strengthen a evening economy, such as cafes, restaurants and public houses.

Recommendations

A.242 Castle Street is designated as a local centre in the Vale Royal Local Plan. It is a high street type centre on a busy road into Northwich. The current defined boundary includes Rathbone Place that is a residential property. The boundary line has been to remove this dwelling, as it is set higher than the existing high street on Castle Street and would be accessed behind the current units. There are good access to the centre, including public transport and no vacant shops at the time of the survey. There is a diverse range of shops, including a convenience shop, post office, dry cleaners and hot food take aways. There are uses that will contribute to a strong evening economy. Therefore, it is recommended that Castle Street / Chester Road is a Local Retail Centre.



Local Retail Centre Castle Street / Chester Road

Davenham

Policy

A.243 Davenham is not designated in the Vale Royal Local Plan as a centre.

Location and description

A.244 Davenham is located south of Northwich and the shops are on London Road, which is the main road through the area. Davenham is separated from the main area of Northwich by the A556 to the north.

Proximity to other centres

A.245 Two existing centres are located 2.5km from Davenham. They are the large village centre of Hartford and the local centre of Castle Street. Another assessed centre of Kingsmead is 1km from Davenham.

Accessibility

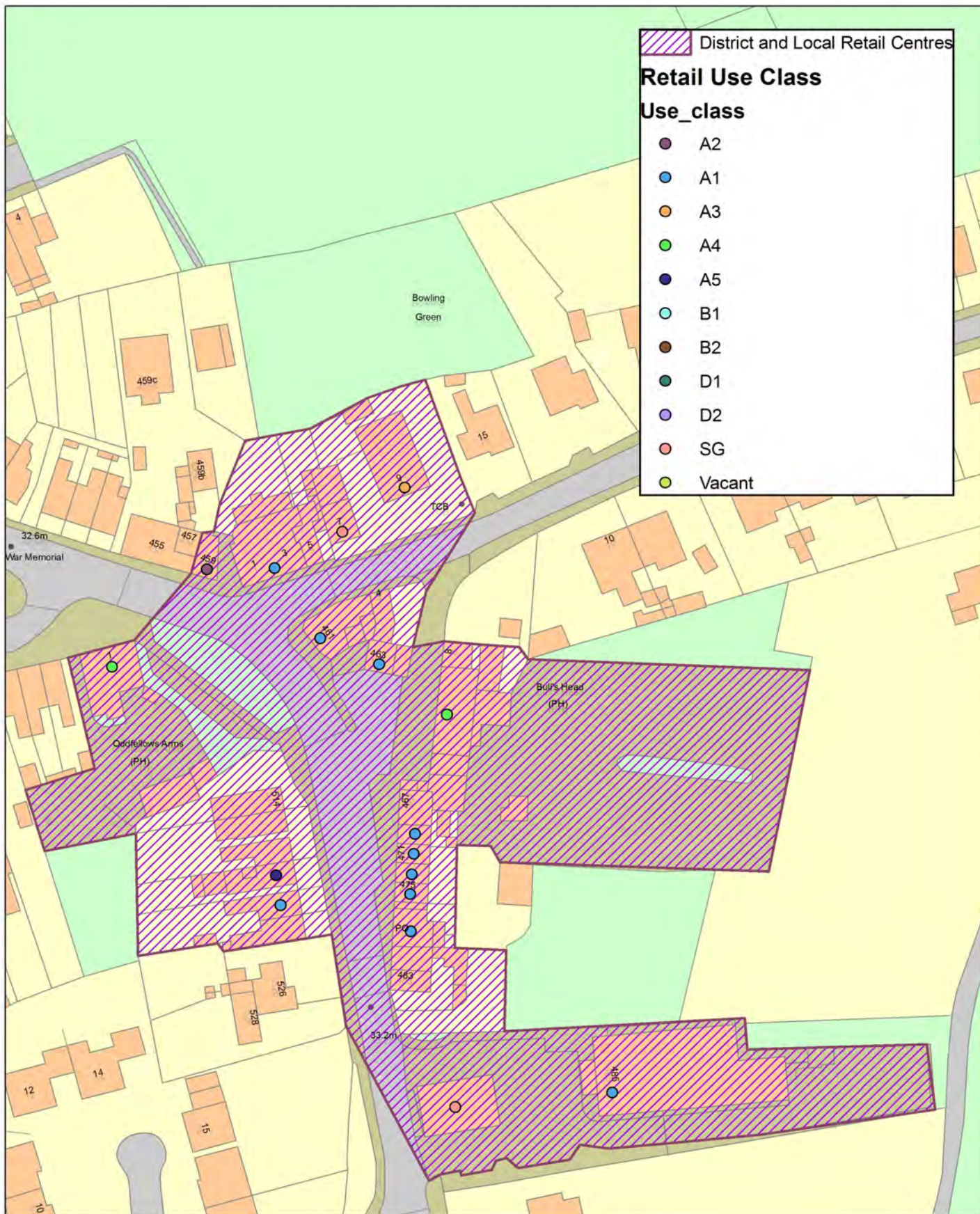
A.246 There is no designated parking at the shops, but there are no restrictions on parking, allowing people to park on the street. As it is a main road in the centre, there are a few bus stops that are convenient for the shops. There is no cycle parking. There are many residential properties that will be able to access the shops on foot.

Range of uses

A.247 The majority of units are A1 shops, equating to 59% of the high street. Including, a newsagent's with a post office and pharmacy. There are no vacant units and a range of uses. There are public houses, restaurant and estate agency, along with a hot food take away.

Recommendations

A.248 Davenham is currently not designated as a local centre in the Vale Royal Plan and has been assessed as a potential local retail centre. The shops are located on a main road through Davenham. The high street contains a diverse range of uses including a post office, newsagent, convenience shop (at the garage) and pharmacy. There is also a hot food take away, along with other uses that will strengthen an evening economy, such as a restaurant and public house. Therefore, it is recommended that Davenham is a local retail centre.



Local Retail Centre Davenham

Hartford

Policy

A.249 Hartford is designated as a large village centre in the Vale Royal Local Plan under policy STC 1.

A.250 Hartford Neighbourhood Plan was made June 2016 and policy LE2 states that the loss of A1 and A3 uses in the area will be resisted.

Location and description

A.251 Hartford is a village, south west of Northwich. The village centre is not far from the train station to the south west and Mid Cheshire College is to the north east. The local primary school is south of the centre within walking distance and immediately south of the centre is a playing field. The centre is adjacent to 'The Green', which contains the parish church for Hartford.

Proximity to other centres

A.252 Castle Street local centre is 1.8km from Hartford along with the suggested local centre of Kingsmead. Davenham is also a suggested centre and is 2.5km from Hartford. The strategic centre of Northwich is 2.8km.

Accessibility

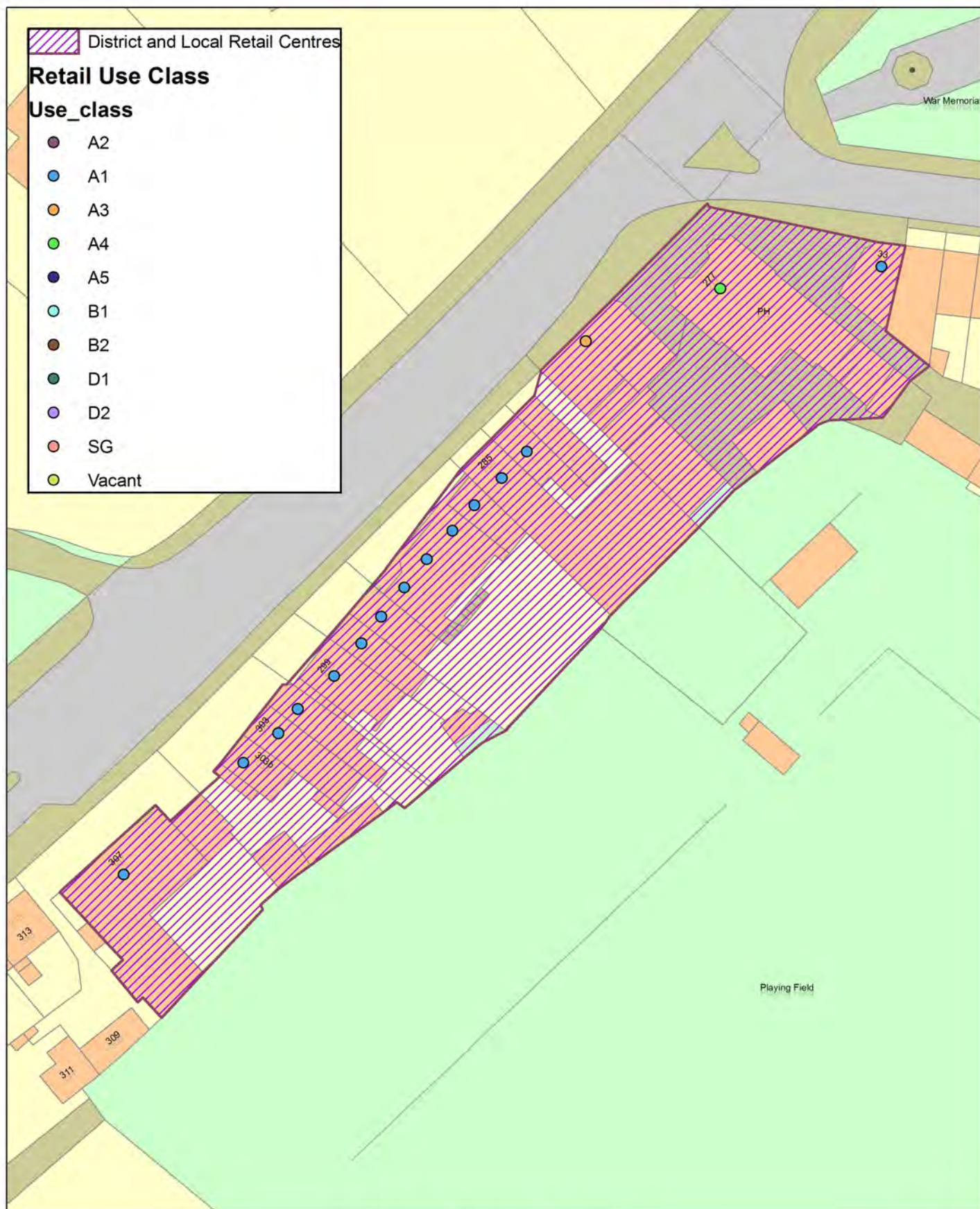
A.253 The centre has bays for parking on both sides on Chester Road. As Chester Road is a main road through the village of Hartford, there are a couple of convenient bus stops for the shops. Many of the residents in Hartford will be able to access the centre on foot.

Range of uses

A.254 The majority of uses with the centre are A1 shops, which results in 88% of the units. This includes a small supermarket, butchers, pharmacy, post office and newsagents. There are no vacant units within the centre and there is also a cafe and public house.

Recommendations

A.255 Hartford is designated as a large village centre in the Vale Royal Local Plan. The centre is on a main road in the village and does lead to the town centre. The centre contains a number of important uses for a local retail centre, including a supermarket, post office and pharmacy. There is also a couple of leisure uses such as a cafe and public house. The shops are located by other uses such as the primary school and church. It is recommended that Hartford is a local retail centre.



Local Retail Centre Hartford

Kingsmead

Policy

A.256 Kingsmead is not designated in the Vale Royal Local Plan as a centre.

Location and description

A.257 Kingsmead is located south of Northwich. It is a purpose built retail accommodation with its own dedicated car park. The centre is just off the A533 which links the area with Northwich. Sir John Dean's College is also located on this road not far from the centre. Within the vicinity of the shops is a nursery and primary school which can access the centre on foot. There is also a medical centre at the shops.

Proximity to other centres

A.258 The suggested local retail centre of Davenham is 1km from Kingsmead. The local centre of Castle Street / Chester Road is 1.5km and the large village centre of Hartford is 1.8km.

Accessibility

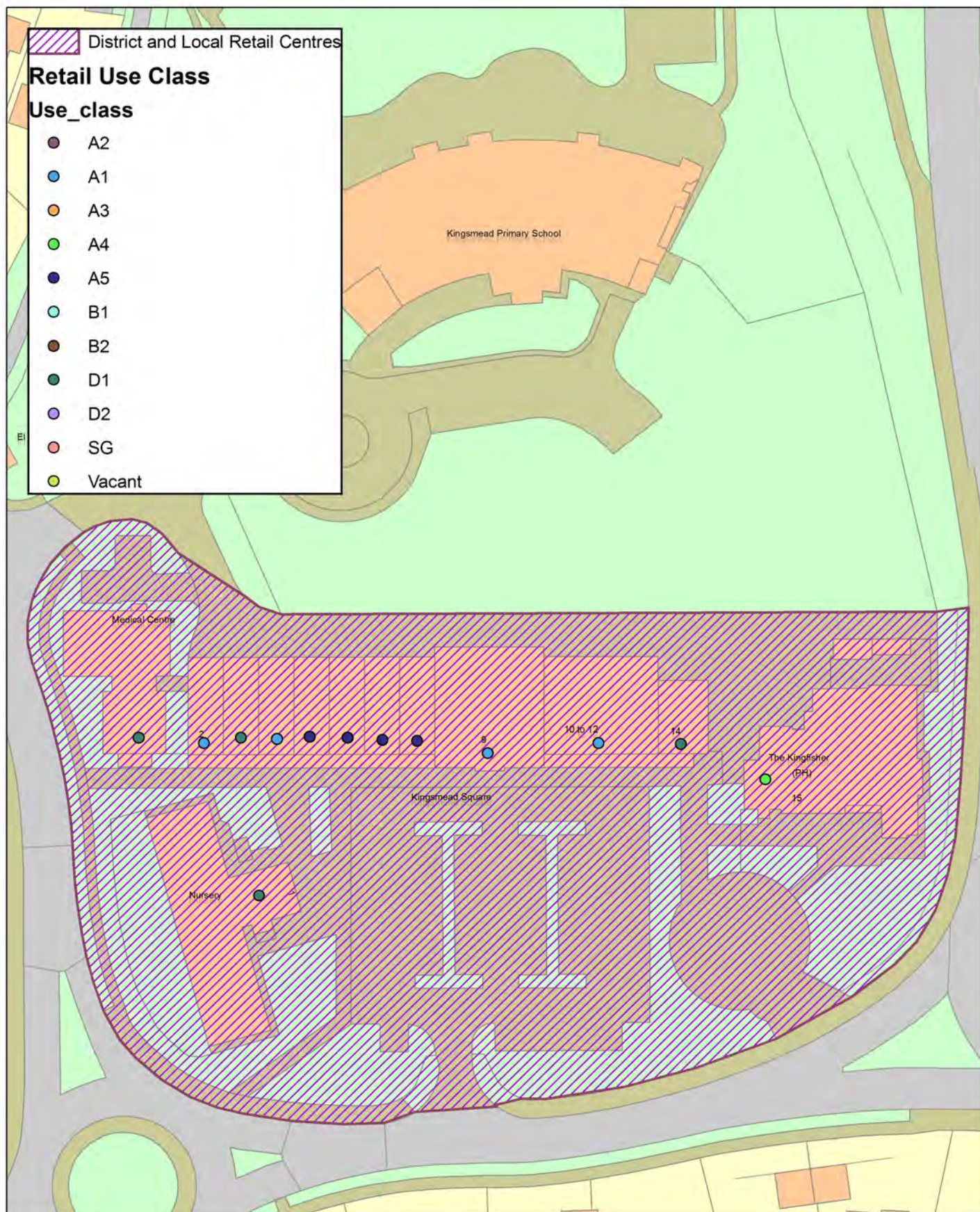
A.259 There is a cycle path that runs to the centre. There is also a large dedicated car park for visitors. Many residents will be able to access the centre on foot. For residents living to the east of the centre they would need to cross the A533 if walking to the centre. However, there are islands between the lanes of the roundabout to make it safer for pedestrians and cyclists to cross. There is also a bus that stops at the centre.

Range of uses

A.260 There is a range of uses in the centre, but A1 shops are only 31%. This does include a supermarket and a pharmacy. There are a number of hot food take aways, which also make 31% of the centre. There is a public house on site along with a number of D1 uses, such as a a dentist and medical centre.

Recommendations

A.261 Kingsmead is not currently designated as a centre. The units are just off a the A533 which leads to Northwich town centre. There are a variety of uses in the wider area including colleges, schools and a nursery. The centre itself has a large number of hot food take aways and a small amount of A1 shops. Although there is a Tesco convenience shop and a pharmacy. There are some uses important for a community, including a doctors surgery and dentist. There is also a public house on site and a large car park. The A553 runs past the centre to the east, which will attract a passing trade of a wider catchment than the immediate vicinity. Therefore, Kingsmead is recommended as a local retail centre.



Local Retail Centre Kingsmead

Middlewich Road

Policy

A.262 Middlewich Road is designated in the Vale Royal Local Plan as a local centre under policy STC 1.

Location and description

A.263 The centre is located to the east of Northwich. Middlewich Road is the main route through Rudheath and connects to Northwich train station. The units are dispersed along the street and there is a small cluster of shops to the west of the street.

Proximity to other centres

A.264 Station Road, the Local Centre is located 0.7km north of Middlewich Road. The town centre of Northwich is 1.5km.

Accessibility

A.265 As Middlewich Road is a main road in Rudheath and connects to the train station there is good accessibility on public transport and there is a number of bus stops on the street. There is no parking on the main road to access the shops to the west. Towards the east, there is a small car park that serves the small supermarket. There is also a high school and leisure centre in the area. There are some residential units around the shops and that could walk to the centre.

Range of uses

A.266 Within the parade of shops there are three A1 shops, including a post office. However, there is a planning application to change the use of one of the shops into a residential unit - 14/02176/FUL. There is a convenience shop to the east and other uses such as a pharmacy and a hot food take away. However, these are dispersed along the high street.

Recommendations

A.267 Middlewich Road is designated as a local centre in the Vale Royal Local Plan. The units are very spaced out along Middlewich Road. There is a small cluster of shops to the west of the street, however, there are only a few A1 shops, with one planning application to the change the use into a residential unit. To the east of the street is a stand alone convenience shop with its own car park. The centre is close to Station Road that has a superstore and the town centre is close too. Middlewich Road is a B road and links south east Northwich with the town centre. However, many of the passing trade are likely to stop at the convenience shop to the east, and unlikely to make linked trips. It is therefore recommended that Middlewich Road is deleted and is not considered a retail centre.

Station Road

Policy

A.268 Station Road is designated in the Vale Royal Local Plan as a local centre under Policy STC1.

Location and description

A.269 Station Road is located at the Northwich train station, 0.7km east of Northwich. There is a Tesco supermarket that is next to the train station that was built outside the boundary of the local centre. Station Road is just off Chester Way, which leads to the town centre to the west and out of Northwich to the east.

A.270 One of the public houses in the centre has a planning application to change the use to residential - 10/00743/FUL and 13/02555/EXT.

A.271 There is a refused planning application for affordable residential units to the east of the centre - 14/04872/FUL. This application was refused on highway grounds, which is country to STRAT 10 of the Local Plan (Part One) and NPPF.

Proximity to other centres

A.272 The local centre of Middlewich Road is 0.8km along with the town centre of Northwich. Castle Street, the local centre is 2km.

Accessibility

A.273 Station Road is a busy road, but there is a free car park at the centre and the supermarket has its own parking. There is a bus stop at the centre and the surrounding residents can access the centre on foot. Northwich train station is also at the centre.

Range of uses

A.274 There are a range of uses and A1 shop makes 38% of the high street. There are quite a few hot food take aways and other uses such as beauty shops and vets. Vacancy rate for the centre is 13%. There is just one convenience shop in the centre, although there is a Tesco superstore at the train station on the edge of the centre. Some of the A1 units are bulky goods, selling kitchens and furniture. There is three hot food takeaway in the centre.

Recommendations

A.275 Station Road is designated as a local centre in the Vale Royal Local Plan. There is a Tesco outside the original boundary for the centre. There is a train station and bus stops at the centre. There is a range of units, including a number of hot food take aways. However, many of the units don't satisfy the local retail centre criteria. The centre is close to Northwich town centre and a retail park is close by and many visitors just drive to the superstore and are unlikely to make linked trips. Therefore, Station Road is recommended for deletion and will no longer be considered a retail centre.

Weaverham

Policy

A.276 Weaverham is designated as a large village centre in the Vale Royal Local Plan under policy STC1.

Location and description

A.277 Weaverham is located north west of Northwich. Weaverham centre is on Northwich Road, a main route through the village. The shops are set back from the main road, with dedicated parking and a pedestrian crossing. There is a playing fields across the road from the centre, with a community centre. A few churches and primary schools and a high school are also in the wider area.

Proximity to other centres

A.278 The large village centre of Hartford is 3km from Weaverham. Castle Street, a local centre is 3.7km and the town centre of Northwich is 4.3km.

Accessibility

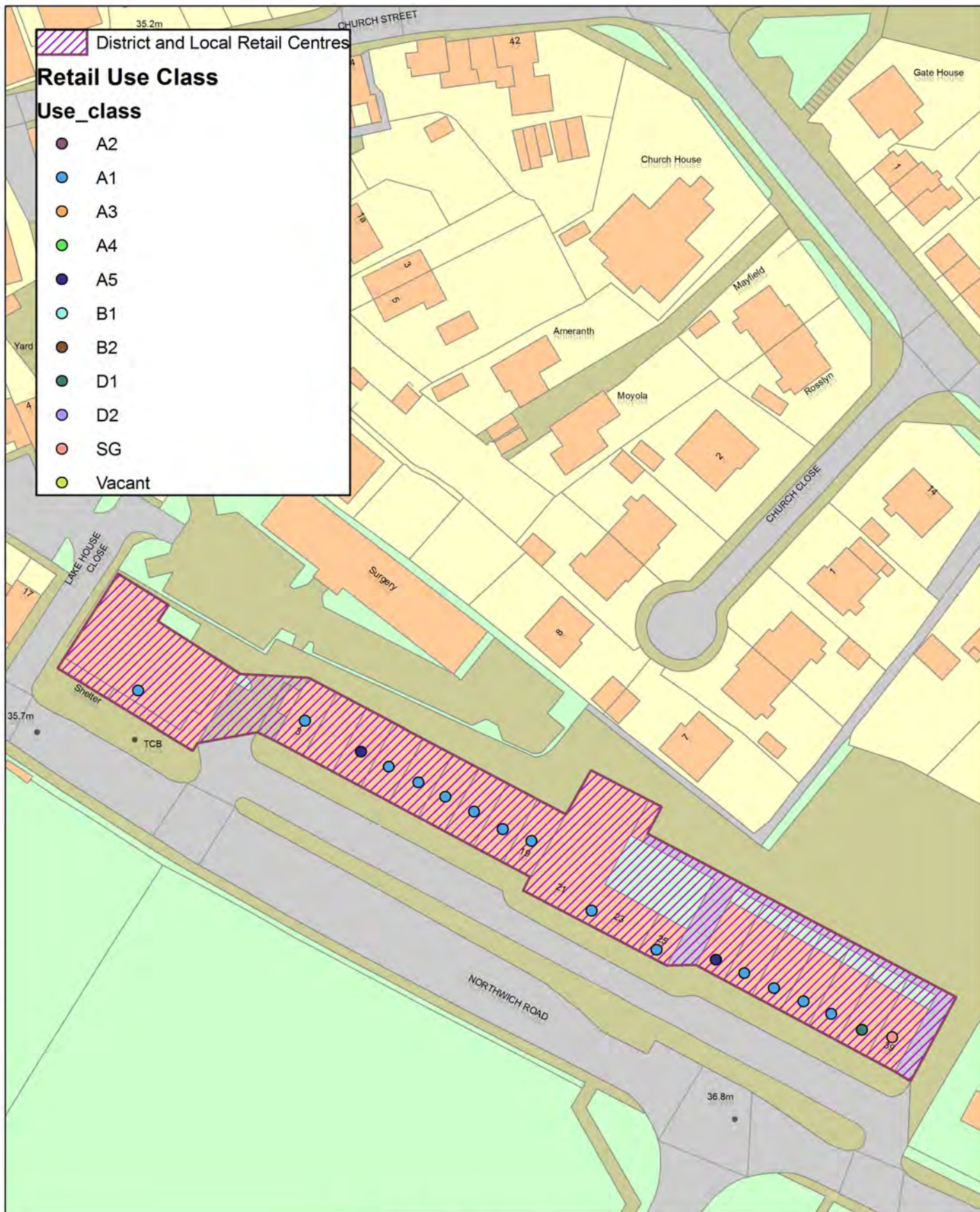
A.279 The centre has dedicated parking and a pedestrian crossing for local residents to access the centre on foot. There is also a bus stop at the centre.

Range of uses

A.280 There is two small supermarket, pharmacy, newsagents and an off licence. There are also hot food take aways and other convenience shops. There are no vacant shops.

Recommendations

A.281 Weaverham is designated as a large village centre in the Vale Royal Local Plan. There are a number of uses that are significant for a local centre including two small supermarkets, pharmacy, newagents and hot food take aways. It is therefore recommended that Weaverham is a local retail centre.



Local Retail Centre Weaverham

Winsford

Delamere Street

Policy

A.282 Delamere Street is designated in the Vale Royal Local Plan as a local centre and is also highlighted in the Winsford Neighbourhood Plan under policy TTC3.

Location and description

A.283 Delamere Street is located south west of Winsford. The local centre is a very busy street and is just off the A54. There are three primary schools in close proximity to the centre along with two churches. The high street is surrounded by residential housing.

A.284 There is an application for three dwellings and a commercial unit in the location next to the post office - 13/04637/OUT.

Proximity to other centres

A.285 Delamere Street is 0.7km from the town centre of Winsford and 1.2km from High Street, a local centre.

Accessibility

A.286 As Delamere Street is a busy street with a long high street of shops, there are a few bus stops that are convenient for the centre. There is some on street parking and the Tesco Express has some parking as well. The high street is busy with cars parked on both sides of the road, therefore it is unlikely that someone would cycle on the high street. There are many residential properties and a few primary schools in the area that are in walking distance to the centre.

Range of uses

A.287 There is a diverse range of uses in the centre, with the majority being A1 shops. Including a small supermarket, convenience shops and a post office. The vacancy rate is 13%. There are a few public houses and hot food take aways. There is also a number of other uses such as garages and a tattoo parlour. However, there is only one café in the large high street.

Recommendations

A.288 Delamere Street is designated as a local centre in the Vale Royal Local Plan and is highlighted for improvement in policy TTC3 in the Winsford Neighbourhood Plan. The centre is diverse with a few convenience shops, including a post office in one. There are a number of hot food take aways and drinking establishments on the street. Therefore, it is recommended that Delamere Street is designated as a local retail centre.

High Street

Policy

A.289 High Street is designated as a local centre in the Vale Royal Local Plan. The centre is also highlighted in policy TTC 3 for improvements to existing centres.

A.290 High Street has been identified as an area with a special heritage character in the Winsford Neighbourhood Plan and is supported by policy I4, which encourages new development to enhance the area.

Location and description

A.291 High Street is in close proximity to the town centre, located north east of Winsford. The centre would be walking distance from the town centre, but is separated from the centre by A54.

A.292 There have been a number of planning applications implemented on high street. There have been a number of changes of use to other town centre uses along with new residential units.

A.293 A number of sites have been allocated in the Winsford Neighbourhood Plan on High Street. The following allocations are:

- TC7 - relates to the historic church and has had planning permission for residential units in the past and is allocated for housing or commercial. (There is a current application for four terrace houses that expires in November 2015 - 12/00140/FUL)
- TC8 - is on the corner with Church Street and is allocated for housing or commercial, which should include an active frontage.
- TC9 - This site is on Old High Street and has previously been allocated for housing. The Plan allocates this site for housing, commercial and leisure.

A.294 Winsford Development Framework 2016 has been developed to investigate options for redeveloping the centre of Winsford following the Winsford Neighbourhood Plan. One of the aspirations is to link High Street with the town centre and town park.

Proximity to other centres

A.295 High Street is 0.4km from the town centre and 1.2km from Delamere Street local centre.

Accessibility

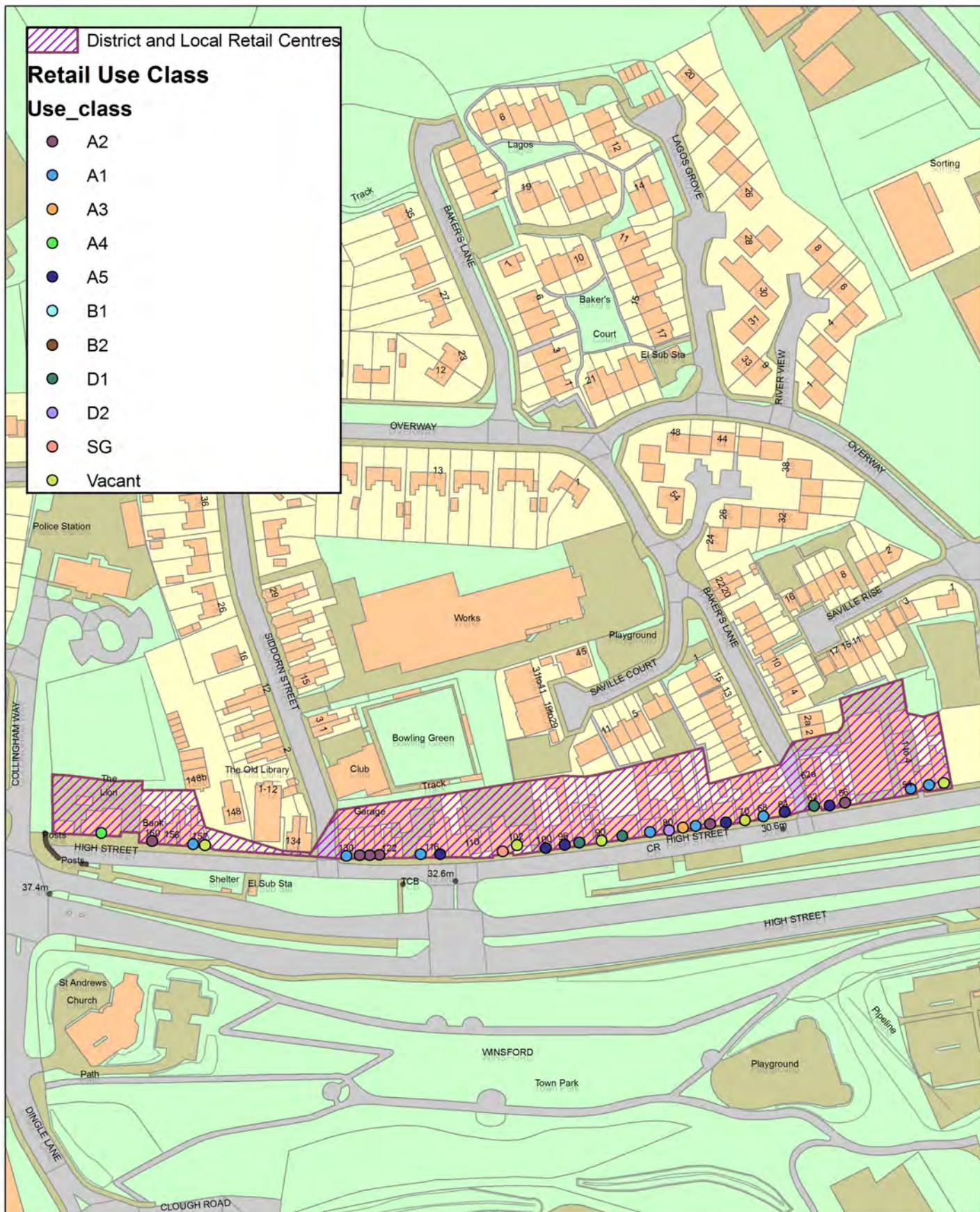
A.296 There is some on street parking available along the high street. There are bus stops along the A54 that can be used for the centre. The local centre is in close proximity to the town centre and many people will be able to access the local centre on foot. However, the A54 is a busy main road and could be unlikely that shoppers walk out of the centre. There are a few residential properties to the north of High Street but the centre is bound by the A54 to the south and River Weaver to the east. This will restrict the amount of residents that can access the centre on foot.

Range of uses

A.297 There is a diverse range of uses in the centre, the majority of uses are the A1, but this is only 27% of the centre. There is a large amount of A2 and A5 use classes in the centre. The vacancy rate is 15%. There are two convenience shops, a bank along with other uses such as opticians, vets and beauty salon.

Recommendations

A.298 High Street is designated as a local centre in the Vale Royal Local Plan. The centre is in close proximity to the town centre, however it is separated by the A54. The centre has a diverse range of shops, however there are only a small amount of A1 shops. This could reflect the proximity to the town centre, offering different uses. There is a high amount of A5 hot food take aways, along with drinking establishments. However, there is only one restaurant in the centre. As the centre is just off the A54 and is close to the town centre, there is some passing trade and the centre will attract a larger catchment than just to immediate vicinity. It is therefore recommended that High Street is a local retail centre.



Local Retail Centre High Street

Rural including key service centres

Cuddington

Policy

A.299 Cuddington is designated as a key service centre in the Cheshire West and Chester Local Plan under STRAT8. However there is no designation for a retail centre.

Location and description

A.300 Cuddington is in the rural area, south west of Northwich. Cuddington and Sandiway are a key service centre. The proposed local retail centre is located west on Norley Road, which is just off the A49 and in close proximity to Cuddington train station. Within the area there is a village hall, tennis club, primary school, playing fields and church. To the west of the proposed centre, there is a public car park.

Proximity to other centres

A.301 The proposed centre of Sandiway is 0.6km from Cuddington. Hartford, the large village centre is 3.6km and the strategic centre of Northwich is 5.4km.

Accessibility

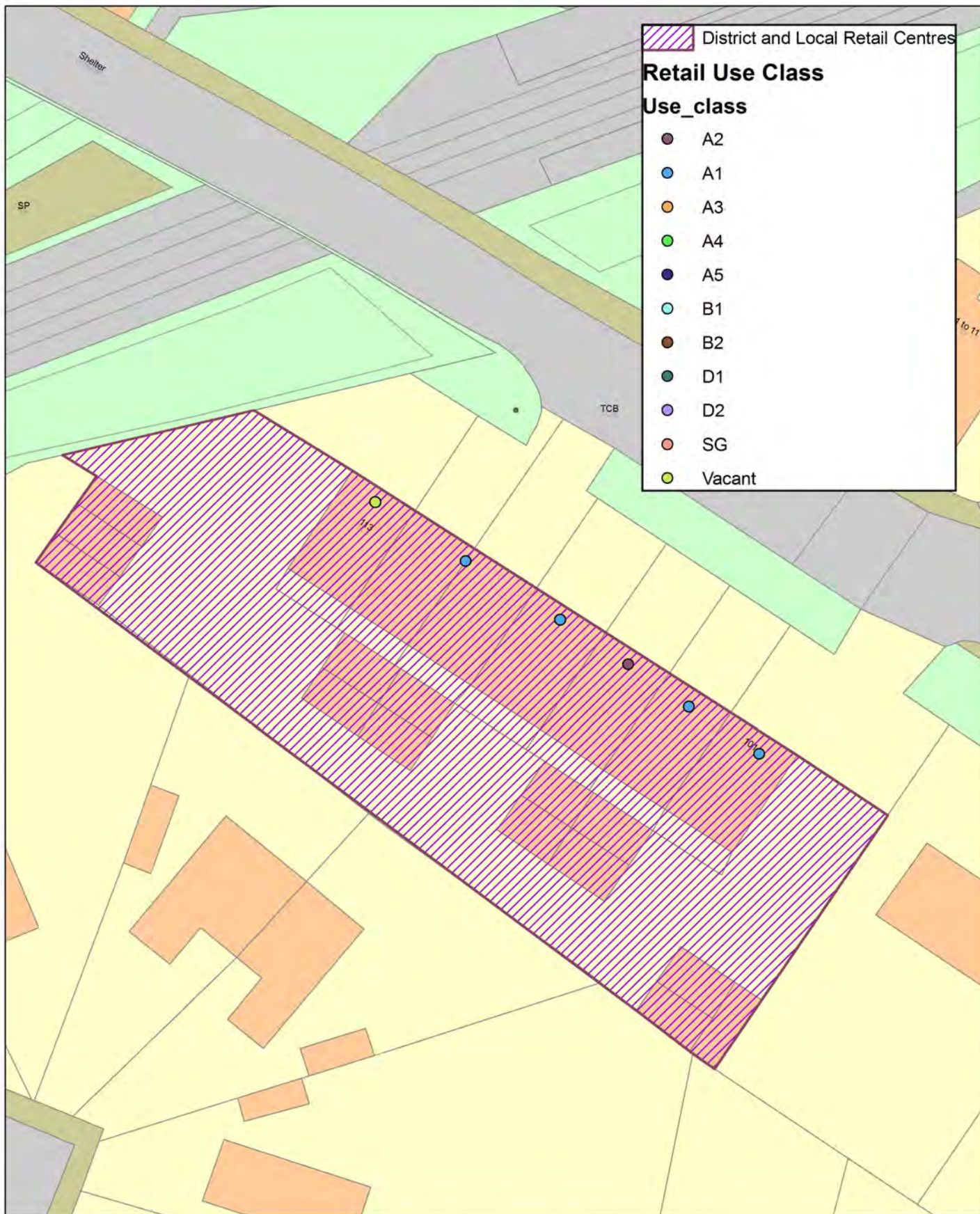
A.302 Cuddington train station is adjacent to the shops and would be convenient to access when leaving the train and there is a bus stop 0.15km from the proposed centre. There are a good number of housing surrounding the shops that many people would be able to access the shops on foot.

Range of uses

A.303 The main use class is A1, with 67% of the centre being made up of this use. This includes a convenience shop and dry cleaners. There is also an estate agents and one vacant shop.

Recommendations

A.304 Cuddington is a key service centre in Local Plan (Part One). The assessed centre is located conveniently for a train station and a bus stop. The centre has a convenience shop and dry cleaners, along with an estate agents. However, no hot food take aways, pharmacy or post office. Although the retail centre has a small cluster of shops, the surrounding uses contribute to the role of this centre. The primary school, village centre, pub, train station, playing fields and church contribute to the function of the centre, with the shops being a main feature and should be afforded protection. Therefore, Cuddington is recommended as a local retail centre.



Local Retail Centre Cuddington

Farndon

Policy

A.305 Farndon is designated as a key service centre in the Cheshire West and Chester Local Plan (Part One) under Policy STRAT 8.

Location and description

A.306 Farndon is a rural village, located 12km south of Chester. Farndon is along the border with Wales and is very close to the welsh village of Holt. Although outside the boundary of Cheshire West and Chester, Holt has a clustering of shops that is nearby and contribute to the role of Farndon retail centre. High Street is one of the main route for residents and the shops are the heart of the village and serves the communities day to day needs. There are small cluster of shops on High Street, but no clear boundary. Farndon has not been designated as a retail centre in previous plans. Within the village is two churches, medical centre and a primary school.

A.307 There is a current planning application for demolition of the redundant public house and erection of a shop and four apartments on the High Street - 13/02720/FUL.

Proximity to other centres

A.308 The key service centre of Tattenhall is located 8.3km and Malpas is 10km from Farndon, both are a recommended local retail centres.

Accessibility

A.309 There is a small car park on High Street and informal parking on street. Top Farm Centre also has its own parking. There are bus stops along high street that are convenient for the shops. Farndon is a rural village and many residents will be able to access the centre on foot.

Range of uses

A.310 The majority of uses in the centre are A1 shops. This includes a newsagents, pharmacy and post office. Other uses include a café and public houses.

Recommendations

A.311 Farndon is designated as a key service centre in the Local Plan (Part One). Farndon is a rural village, with High Street running through the centre. There are small cluster of shops along High Street with no clear boundary. The welsh village of Holt is close to the centre of Farndon and although Holt is outside the boundary of Cheshire West and Chester, it does contribute to the role and function of the centre of Farndon. The centre contains a newsagent, post office and pharmacy. There are other comparison uses and public houses in the village. It is therefore recommended that Farndon is a local retail centre.

Helsby (Britannia Road)

Policy

A.312 Chester Road in Helsby is designated as a large village centre in the Vale Royal Local Plan under policy STC 1. Helsby is also designated as a key service centre in the Local Plan (Part One) under policy STRAT 8.

A.313 Helsby Neighbourhood Plan was made June 2016. Policy HNP ETS4 walking, cycling and parking provision states that planning permission for retail uses will need to consider safe and attractive pedestrian, bus and cycle connections. The vision of the plan is retention of existing shopping provision.

Location and description

A.314 Helsby is located 12km north east of Chester. The A56 runs through the centre of Helsby and the M56 is located to the west of the centre. Britannia Road is located south of another local retail centre in Helsby. Britannia Road is just off the A56 and there is a small cluster of shops to the east. To the west of A56 is a Tesco superstore.

Proximity to other centres

A.315 The existing large village centre in Helsby on Chester Road is 0.7km from the proposed centre. The town centre of Frodsham is 4.5km from Helsby.

Accessibility

A.316 The Tesco has its own large car park and cycle parking. There is also a cycle path around the supermarket. Access to the supermarket is off Callender Way, which doesn't lend itself to linked trips to the small cluster of shops to the east. There is informal parking on the street of Britannia Road. There is a bus stop on the A56, conveniently placed for Tesco.

Range of uses

A.317 The proposed centre mainly has A1 use class including Tesco and a pharmacy. There is also two hot food take aways.

Recommendations

A.318 Helsby is designated as a key service centre in the Local Plan (Part One). Britannia Road has a Tesco and other smaller shops, which are separated by the A56. This doesn't lend itself to linked trips, especially as drivers access Tesco off Callender Way. The A56 is a main road through Helsby and does lead to the train station, more shops and the neighbouring market town of Frodsham. The centre does have a pharmacy and two hot food take aways, along with a unit selling bulky goods. However, the small shops are of neighbourhood importance and the Tesco serves a much large catchment to be a local centre. Therefore it is recommended that Britannia Road is not taken forward and will not be considered as a retail centre.

Helsby (Chester Road)

Policy

A.319 Helsby is designated as a large village centre in the Vale Royal Local Plan under policy STC1. Helsby is also designated as a key service centre in the Local Plan (Part One) under policy STRAT 8.

A.320 Helsby Neighbourhood Plan was made June 2016. Policy HNP ETS4 walking, cycling and parking provision states that planning permission for retail uses will need to consider safe and attractive pedestrian, bus and cycle connections. The vision of the plan is retention of existing shopping provision.

Location and description

A.321 Helsby is located 12km north east of Chester. The A56 runs through the centre of Helsby and the M56 is located to the west of the centre. Helsby train station is in a convenient location for the shops, just 0.15km. There is a church to the east of the centre and there is a Tesco supermarket to the south of the centre.

Proximity to other centres

A.322 The Town Centre of Frodsham is 3.6km from Helsby. The assessed centre of Britannia Road in Helsby is 0.7km.

Accessibility

A.323 As Helsby centre is located on the A56, there is plenty of passing trade. There is a bus stop at the centre and Helsby train station is conveniently placed for the centre. There is on street parking in parking bays and a small car park. There are residential properties to the east and west of the centre that will be able to access the centre on foot. There is a zebra crossing to allow pedestrians to cross the A56.

Range of uses

A.324 The majority of uses in the centre are A1 use class, including uses such as a convenience shop and post office. There are also other uses such as hot food take aways and a cafe. There is one vacant shop in the centre, which amounts to 8% of the centre.

Recommendations

A.325 Helsby is designated as a large village centre in the Vale Royal Local Plan. Helsby is also a key service centre designated in the Local Plan (Part One). The centre is located on the A56, which runs through the centre of the village. The train station and bus stops are conveniently located to access the centre and there is on street parking bays and a car park. There is a range of shops at the centre and they are well used. It is therefore recommended that Helsby is designated as a local retail centre.

Kelsall

Policy

A.326 Kelsall is designated as a key service centre in the Local Plan (Part One) under Policy STRAT 8.

Location and description

A.327 Kelsall is a rural village to the east of Chester. The proposed centre is a cluster of shops on Chester Road, a main road through the village and links to the A54. Within the village is two churches, a village hall, medical centre and a primary school. As a rural village, the shops, along with the other uses in the centre are the heart of the village and provide the day to day needs of the community.

Proximity to other centres

A.328 Kelsall is 12km from the sub regional centre of Chester. The large village centre of Helsby is 8km and Tarporley is 6.3km from Kelsall. The town centre of Frodsham is 9.7km and the recommended centre of Tarvin is 3.5km.

Accessibility

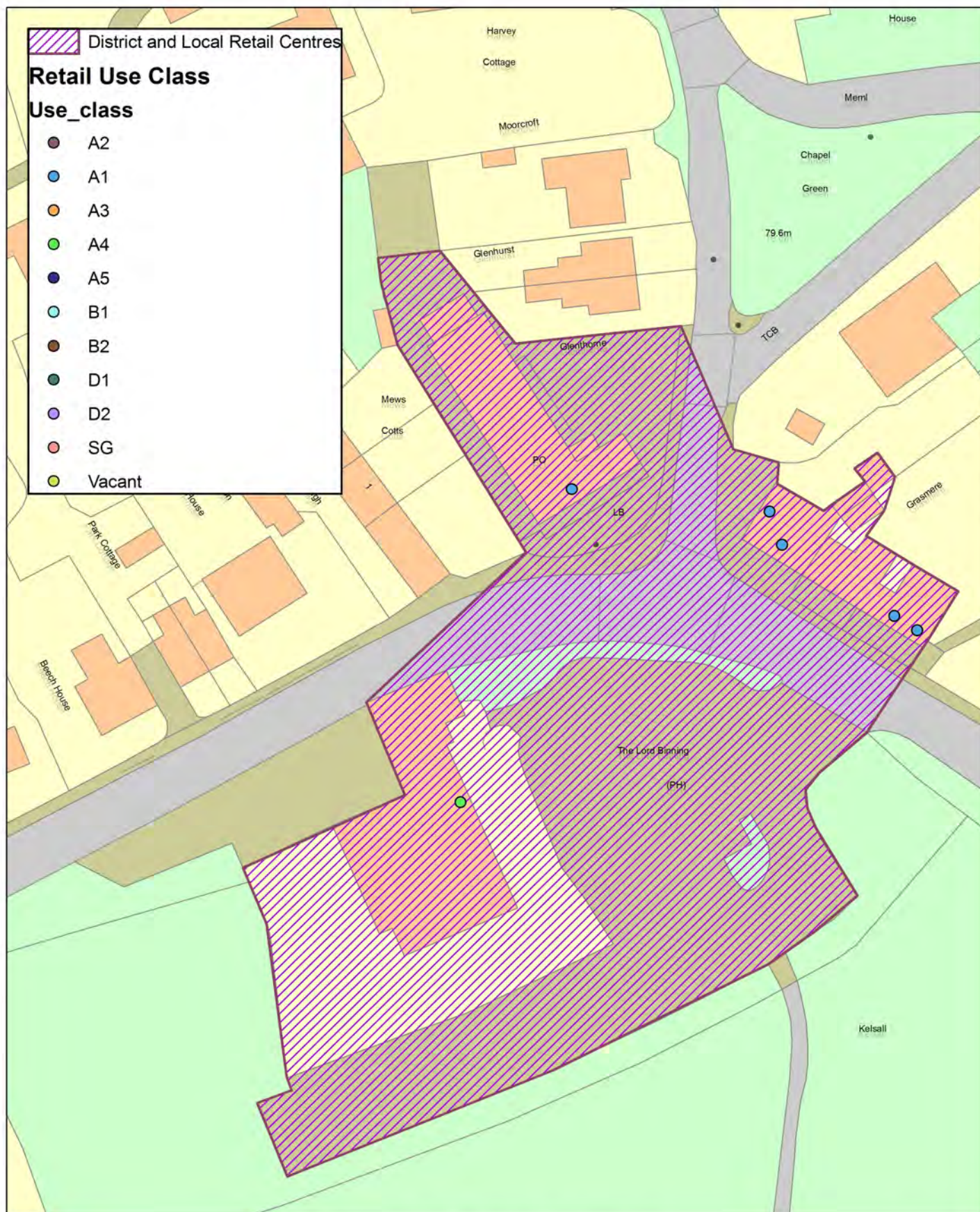
A.329 There is a bus that travels through Kelsall along Chester Road and stops a short distance from the centre. There is informal parking on the street and the public house has a large car park and the convenience shop also has its own parking. Many of the residents in Kelsall will be able to access the centre on foot.

Range of uses

A.330 There is a small parade of shops in Kelsall, including a convenience shop, a public house and pharmacy. There are no vacant shops and A1 use class makes up 83% of the centre.

Recommendations

A.331 Kelsall is designated in the Local Plan (Part One) as a key service centre. Kelsall is a rural village that is in close proximity to the A54. Most of the uses in the centre are A1 shops, that include a convenience shop and pharmacy. There is also a public house to the south of the centre. There are services and facilities within the village that along with the shopping centre are the heart of the village and provide for the day to day needs of the residents. It is therefore recommended that Kelsall is a local retail centre.



Local Retail Centre Kelsall

Malpas

Policy

A.332 Malpas has a made Neighbourhood Plan. The relevant policies that apply are SF1 Village Centre. The policy defines the village centre and confirms that shops, service and facilities should be clustered in this area. New retail should be within or the edge of the defined centre, unless a sequential test demonstrates there are no suitable sites. Loss of retail in the area will be resisted and active street frontages should be retained. The policy is line with ECON 2 in the Local Plan (Part One).

A.333 SF2 Church Street is also a relevant policy. The policy states that development must respect the character of the area and uses such as high quality food and drink, specialist retail outlets and residential properties will be appropriate.

A.334 Malpas is designated as a key service centre in the Local Plan (Part One) under STRAT 8.

Location and description

A.335 Malpas is a rural village south of Chester near the border with Wales. The main access road is A41 and the village is close to other centres outside the borough, including Wrexham in North Wales to the west, Whitchurch to the south and Nantwich to the east.

A.336 There is a primary school within the village and a large high school 1km from the village centre.

Proximity to other centres

A.337 As Malpas is a rural village is near the border with other Local Authorities, many other centres in the borough are a distance away. The recommended centre of Farndon and Tattenhall or 10.3km and 11.3km from Malpas. Chester City Centre is 21km from Malpas.

Accessibility

A.338 The main centre of Malpas is located on two streets, High Street and Church Street. The cross, a centre point for the village is located where these two roads meet. There are a number of bus stops along High Street. Malpas has a small number of residential properties that can access the centre on foot. There is informal parking along High Street and parking bays at the cross. There is also a dedicated car park.

Range of uses

A.339 There is a range of uses in the centre of Malpas. A1 shops make up 41% of the centre. These includes units such as a convenience shop with a post office, laundrette, small supermarket and pharmacy. Other uses include cafes and restaurants, a hot food take away, public houses, offices, a bank and sui generis uses such as a dog groomers. The vacancy rate for the centre is 7%.

Recommendations

A.340 Malpas is designated as a key service centre in the Local Plan (Part One). Malpas also has a made Neighbourhood Plan that policies SF1 and SF2 relate to the retail in the centre, which they have defined. Malpas is in a rural location, and allows access to services for small villages in the area. The centre is accessible with plenty of parking and a bus route that runs through the centre. There are a range of uses in the centre including a bank, post office in a convenience shops, laundrette, a hot foot take away and cafes and restaurants. Therefore, it is recommended that Malpas is a local retail centre. The boundary used for the centre has been based on the boundary from the Neighbourhood Plan. The boundary line has been updated to include addition shops that were on the edge of the Neighbourhood Plan boundary.

Parkgate

Policy

A.341 Parkgate with Neston is a key service centre in the Local Plan (Part One) under policy STRAT 8.

Location and description

A.342 Parkgate is located north west of the town centre of Neston. The main road through the area is The Parade, which contains Parkgate to the east and to the west is the Wirral Peninsula and views over to North Wales. The area attracts a number of tourists and some of the uses in the centre reflect this. There is also the Wirral Way walking route for visitors. Parkgate is situated near the border with Wirral Council.

Proximity to other centres

A.343 The small shopping centres of West Vale (1.8km) and Town Lane (2.3km) are in close proximity. The town centre of Neston is 1.3km from Parkgate.

Accessibility

A.344 The Parade is the main street in Parkgate. There is informal parking to the west of the centre and a car park just off The Parade. There is a number of bus stops along The Parade that can be used to access the centre. There are many people walking in Parkgate and a number of these will be tourists. However, the residential units to the east of the centre will be able to access the shops on foot.

Range of uses

A.345 There is a high number of vacant shops on the high street, amounting to a vacancy rate of 23%. The majority of the centre is A3 cafes and restaurants equating to 38% of the centre. A1 use class makes up 31% of the high street and there is a public house. There is an ice cream shop that does also act as a convenience shop.

Recommendations

A.346 Parkgate with Neston is a key service centre in the Local Plan (Part One). Parkgate is a popular destination for tourist and many of the uses reflect this, including a high number of food and beverage outlets. There is a small convenience shop, that mainly sells ice cream as well as other A1 shops and a public house. Although, the centre will have a large catchment, they are not attracted to The Parade for the retail offer, mainly its the recreation and tourism. Many of the uses don't satisfy the criteria of a local retail centre. Therefore it is recommended that Parkgate is not taken forward and will not be considered a retail centre.

Sandiway

Policy

A.347 Sandiway is designated as a key service centre in the Local Plan (Part One) under policy STRAT 8. However, no retail is currently designated as a centre.

Location and description

A.348 Sandiway and Cuddington are designated as a key service centre. The proposed centre is on Mere Lane and Fir Lane. Sandiway is in a rural area, south west of Northwich. The proposed centre is on a suburban street in the centre of Sandiway and Cuddington. There is a library within the vicinity along with a church and primary school in the wider area.

Proximity to other centres

A.349 Cuddington proposed centre is 0.6km from Sandiway. The large village centre of Hartford is 3.8km and 5.6km from the strategic centre of Northwich.

Accessibility

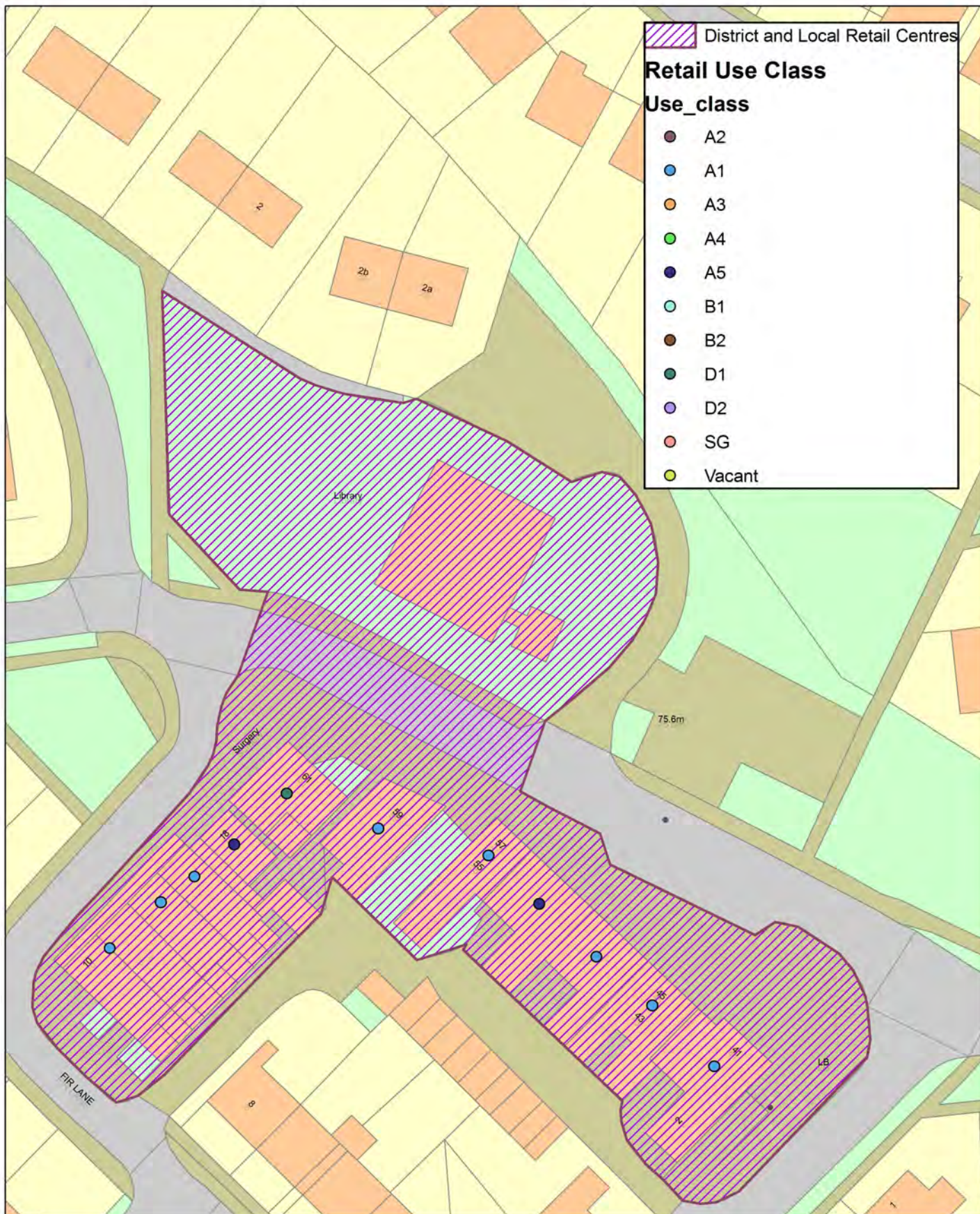
A.350 There is a bus stop along Ash Road, to the east of the centre and further east along Mere Lane. The centre is within the residential area and many people will be able to access the centre on foot. There is parking bays on the street in front of the shops along with informal parking to the west of the proposed centre. There is also parking available at the library which is adjacent to the proposed centre.

Range of uses

A.351 There are no vacant sites in the proposed centre. The majority of uses are A1, with 73% of the centre. These include a convenience shop, florist, butcher, pharmacy, convenience shops with a sub post office. Other uses include a hot food take away and dental surgery.

Recommendations

A.352 Cuddington and Sandiway are designated as a key service centre in the Local Plan (Part One). The centre is accessible with parking, along with public buses. The centre includes uses such as convenience shops, one with a sub-post office, pharmacy along with hot food take aways. There is also a Library and other facilities in the wider area. The centre is on Mere Lane in the centre of Sandiway, and close to Chester Road, which connects Sandiway to Northwich. Although on a suburban street, the centre is easily accessible for people using main roads. There are also a few schools in the area that will attract footfall. It is therefore recommended that Sandiway is a local retail centre.



Local Retail Centre Sandiway

Tarporley

Policy

A.353 Tarporley is designated as a large village centre in the Vale Royal Local Plan under policy STC 1. Tarporley is also a key service centre in the Local Plan (Part One) under policy STRAT 8.

A.354 Tarporley Neighbourhood Plan was made June 2016. Policy TE3 supporting a range of goods and services in the village centre shopping area is a relevant policy for this study. The policy promotes services and retail that will enhance the village centres vitality and viability and allows for change of use for mixed use office / residential on the high street, but not solely residential. Commercial development should be directed to the village centre and but of appropriate scale and character for the area.

Location and description

A.355 Tarporley is a large rural village and is located south east of Chester. The village is located close to the A49 and A51. The centre is mainly located along High Street, which is the main route through the village. The centre does have a good range of independent retailers and a good mix of shops.

A.356 Within the wider area of Tarporley is a primary school, high school, medical centre and small hospital, large hotel complex and tennis courts.

Proximity to other centres

A.357 Tarporley has a number of key service centres close by that have been assess as a local retail centre. Kelsall is 6.4km, Tarvin is 7.7km and Tattenhall is 7.8km. Winsford is the closest town centre at 10km.

Accessibility

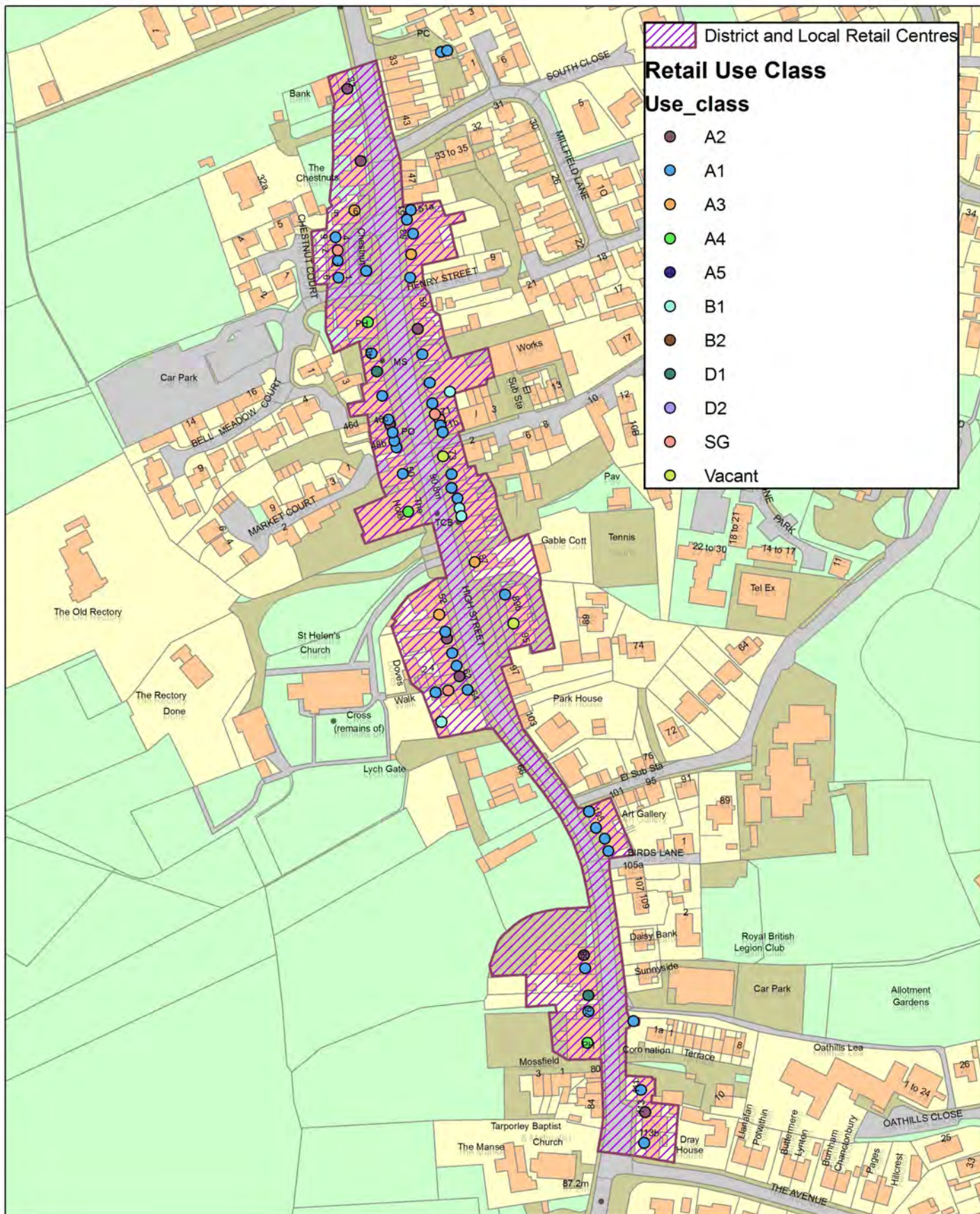
A.358 There are a number of bus stops along the high street, with a regular bus service from Crewe to Chester and vice versa. There are a number of properties that will be able to access the centre on foot, with a crossing for pedestrians. There is on road parking available along the High Street and a few car parks just off the High Street.

Range of uses

A.359 There is a diverse range of uses in the centre. A1 shop makes up 58% of the High Street. This includes a number of clothing shops, newsagent's, a convenience shop, pharmacy, and post office. Other uses include banks, public houses, coffee shops and restaurants, hot food take away, offices and other facilities such as an optician. The vacancy rate in the centre is 4%.

Recommendations

A.360 Tarporley is designated as a large village centre in the Vale Royal Local Plan. Tarporley is also designated as a key service centre in the Local Plan (Part One). The centre is accessible with a number of car parking areas and a frequent bus service. There is a good range of uses, many comparison shops, a post office, pharmacy, newsagent, small convenience shops, cafes and restaurants, banks and public houses. Along with the uses on High Street are a number of non retail uses that contribute to the role and function of the centre. It is therefore recommended that Tarporley is a local retail centre.



Local Retail Centre Tarporley



Cheshire West
and Chester

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Tarvin

Policy

A.361 Tarvin is designated as a key service centre in the Local Plan (Part One) under STRAT 8.

Location and description

A.362 Tarvin is a rural village located to the east of Chester and is just off the A54. The main centre is located on High Street and is to the north of the village. The Co-Op links Tarvin with the A54 and is accessible on both sides. Within Tarvin there is a primary school, a church and a community centre.

Proximity to other centres

A.363 Tarvin is 3.5km from the recommended local retail centre Kelsall and 7.8km from the large village centre of Tarporley. Tarvin is also 8.7km from the Sub-Regional Centre of Chester.

Accessibility

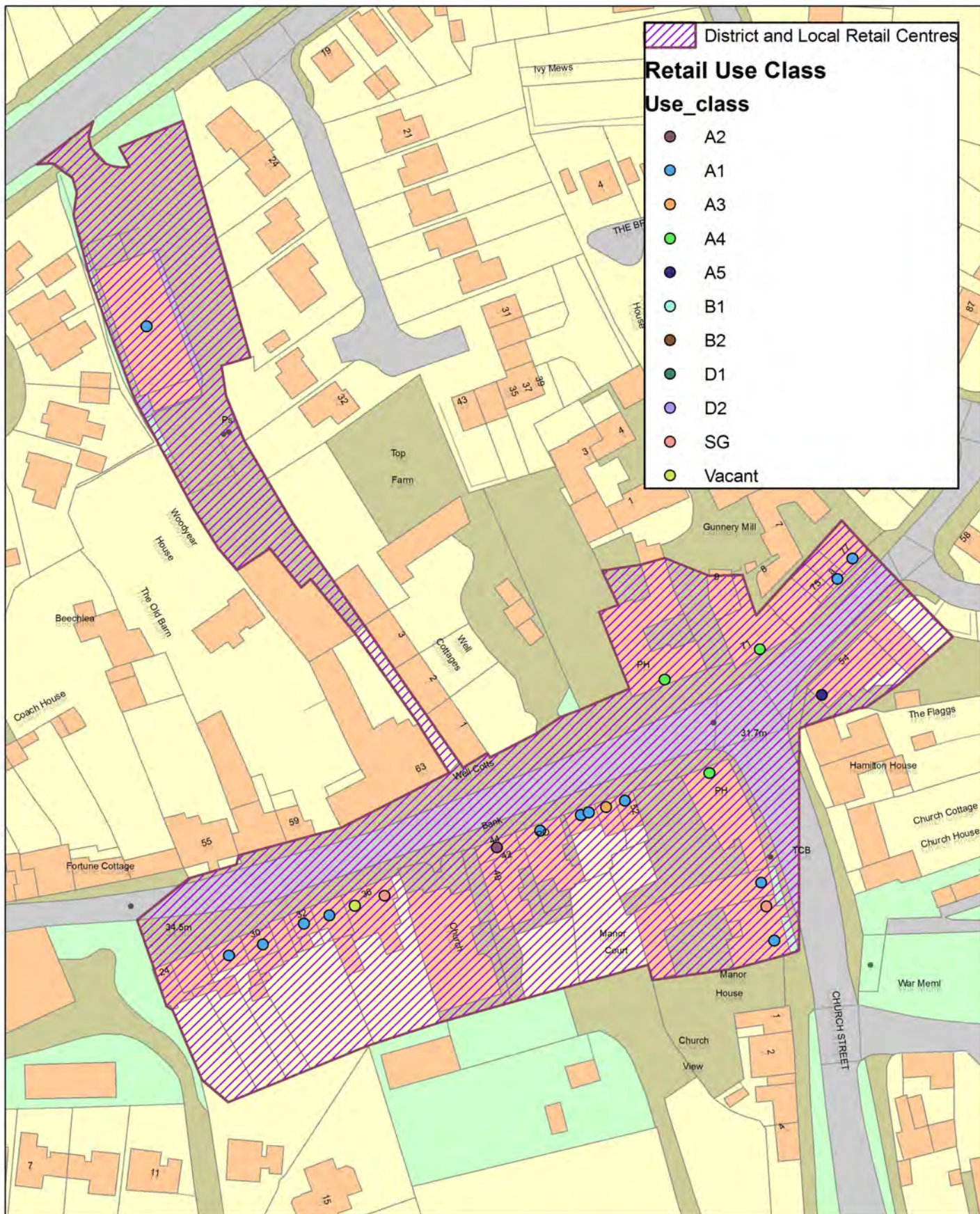
A.364 There is on street informal parking along High Street and a number of bus stops convenient for the centre. High Street is located further north in the village and a small number of residential are likely to access the centre on foot.

Range of uses

A.365 There are a number of A1 shops at the centre, including a pharmacy, off licence, newsagent, and convenience shop that links with the A54. Other uses in the centre include restaurant and cafe, hot food take away and a public house. The vacancy rate for the centre is 5%.

Recommendations

A.366 Tarvin is designated as a key service centre in the Local Plan (Part One). The centre is just off the A54 and has a number of on street informal parking along High Street and Church Street. There is a range of shops including a convenience shop, cafe, newsagent, public house and a hot food take away. The range of uses provides for the day to day needs of the community and is the heart of the village. It is therefore recommended that Tarvin is a local retail centre.



Local Retail Centre Tarvin

Tattenhall

Policy

A.367 Tattenhall is designated as a key service centre in the Local Plan (Part One) in policy STRAT 8. Tattenhall also has a made Neighbourhood Plan. Policy 4 relates to the high street and states that it supports the vibrancy and vitality of the village centre and enhancements to the existing shops will be allowed. The loss of shops and services will be resisted unless it is demonstrated the reasonable efforts have been made to secure the use.

Location and description

A.368 Tattenhall is located south east of Chester and is accessible from the A41. The village centre is located along High Street, which is one of the main roads through the village. Within the village is a primary school, church, doctors and library along with shops, pubs and offices.

Proximity to other centres

A.369 Tattenhall is 7.8km from the large village centre of Tarporley. The town centre on Winsford is 10km and the sub-regional centre of Chester is 11.5km.

Accessibility

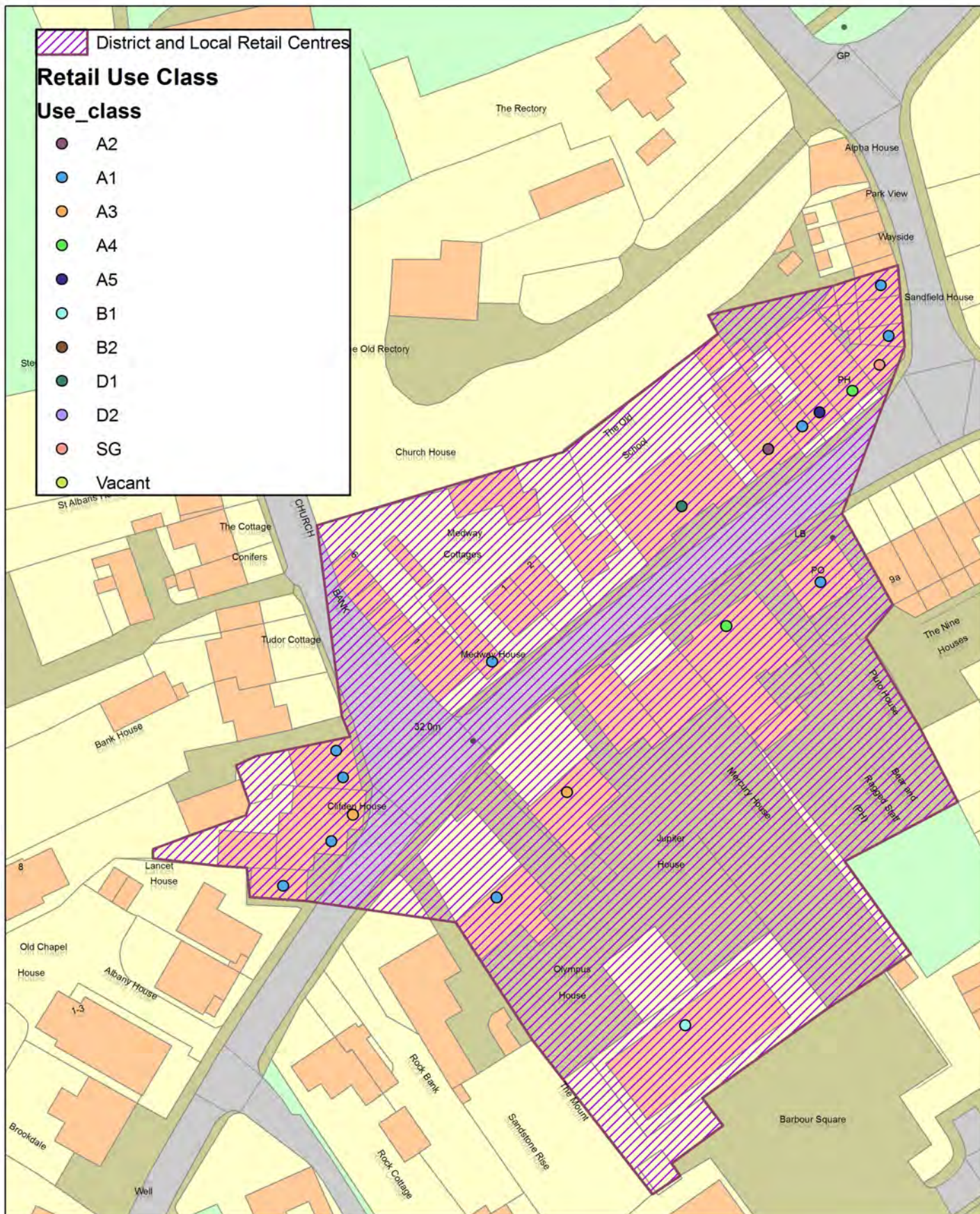
A.370 There is on street informal parking available along High Street. There is a bus stop on High Street that can be used to access the centre. A number of residents will also be able to access the centre on foot.

Range of uses

A.371 The majority of uses in the centre are A1, which include shops such as a pharmacy, dry cleaners, newsagent, post office and convenience shop. Other uses include restaurant, offices, hot food take away and public houses. There are no vacant shops in the centre.

Recommendations

A.372 Tattenhall is designated as a key service centre in the Local Plan (Part One). The centre is accessible and offers a range of services to the community, such as a convenience shop, newsagents, pharmacy, post office, a hot food take away and a restaurant. These shops as well as other facilities contribute to the day to day needs of the community. It is there recommended that Tattenhall is a local retail centre.



Local Retail Centre Tattenhall

Town Lane (Little Neston)

Policy

A.373 Town Lane has been designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP 2. Neston is also designated as a key service centre in the Local Plan (Part One) under policy STRAT 8.

A.374 Neston's Neighbourhood Plan was made June 2016. Policy NNR3 Town Lane and West Vale local retail areas identifies the boundary and states that loss of A1 will be permitted when it is demonstrated that the shop is no longer commercially viable, the new use will not impact the vitality and viability of the local retail centre and no unacceptable impact on residential amenity.

A.375 There is planning permission at 36 Town Lane, Little Neston. The permission is for conversion to a two bed flat from a shop - 15/00411/FUL. This has now been completed.

Location and description

A.376 Town Lane is situated within Little Neston, south of Neston and west of Ellesmere Port. Within the vicinity of the centre is a primary School, pharmacy and a few churches. There is a public house at the centre, along with shops, take aways, garage and a betting shop. Another local retail centre has been assessed, West Vale, which is also in Little Neston.

Proximity to other centres

A.377 West Vale, a small shopping centre in Little Neston is 0.7km from the centre. Town Lane is also 1km from the town centre of Neston.

Accessibility

A.378 There is a bus stop that is accessible to the centre. There is informal parking off the street outside some of the shops. There is also informal on street parking on Town Lane. As the primary school is in close proximity, it could be assumed that school children and parents visit the shops and is a walkable distance. There is also a number of residential properties that can access the shops on foot.

Range of uses

A.379 The majority of shops in the centre are A1 use class. They include a post office, off licence and newsagents. Other uses include a hot food take away, public house and a beauty shop. The vacancy rate of the centre is 13%.

Recommendations

A.380 Town Lane is designated as a small shopping centre in the Ellesmere Port and Neston Local Plan. The centre is accessible via car, foot and public transport. The uses in the centre include a post office, newsagents, hot food take away and an off licence. Town Lane is one of the main routes through Little Neston, which leads to Neston. Town Lane also links with Chester High Road, which is a major

A road in the area. Town Lane is a busy road, and the centre is where a lot of roads meet through Little Neston. It is therefore concluded that the catchment area for this centre is larger than the immediate neighbourhood and is recommended that Town Lane is a local retail centre. A boundary line has been established in the Neighbourhood Plan, this has been updated to include the public house and bookmakers to the north, as they contribute to the overall function of the local retail centre. The boundary line has been defined tighter around the retail units to the south west.

West Vale (Little Neston)

Policy

A.381 West Vale is designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP2. Neston is also designated as a key service centre in the Local Plan (Part One) under policy STRAT 8.

A.382 Neston's Neighbourhood Plan was made June 2016. Policy NNR3 Town Lane and West Vale local retail areas identifies the boundary and states that loss of A1 will be permitted when it is demonstrated that the shop is no longer commercially viable, the new use will not impact the vitality and viability of the local retail centre and no unacceptable impact on residential amenity.

Location and description

A.383 West Vale is situated in Little Neston, south of Neston and is located off Burton Road (B5136), which links Neston with Little Neston. West Vale is a small centre on a suburban street in Little Neston.

Proximity to other centres

A.384 West Vale is located 0.7km from the small shopping centre of Town Lane in Little Neston. The town centre of Neston is also 0.7km.

Accessibility

A.385 There is informal parking off street to the east of the shops and to the north. There is a bus stop that is convenient for the centre that travels along West Vale. There are a number of residential properties that will be able to access the centre on foot.

Range of uses

A.386 The majority of uses are A1 shops that include two convenience shops and a laundrette. Other uses include a hot food take away, public house and a beauty shop. The vacancy rate is 14% for the centre.

Recommendations

A.387 West Vale is designated in the Ellesmere Port and Neston Local Plan. The centre contains a small amount of shops on a quiet suburban street. The uses in the centre include two convenience shops, a laundrette, hot food take away, public house and a beauty shop. West Vale is surrounded by residential units and is unlikely to have a large amount of passing trade other than the local neighbourhood. It is therefore recommended for the Local Plan (Part Two) that West Vale is deleted. However, the existing policy NNR 3 in the Neston Neighbourhood Plan will still apply.

Willaston

Policy

A.388 Willaston has been designated as a small shopping centre in the Ellesmere Port and Neston Local Plan under policy SHOP 3.

Location and description

A.389 Willaston is a rural village and is situated north west of Ellesmere Port and east of Neston. Within the wider area there is a primary school and public house in Willaston. The University of Liverpool Leahurst Campus is also in close proximity. There is also two churches and a medical centre close to the centre. The existing centre is on Neston Road, the main road that runs east to west through the village.

Proximity to other centres

A.390 Willaston centre is 3.7km from the town centre of Neston. The large shopping centre of Great Sutton is 4km.

Accessibility

A.391 There is a bus stop that is convenient for the centre. There are many residential properties that will be able to access the centre on foot.

Range of uses

A.392 There are no vacant units in the centre of Willaston. The majority of uses are A1 shops, including a pharmacy, post office, convenience shop and newsagents. There is also a cafe, public house and professional services.

Recommendations

A.393 Willaston is a small shopping centre designated in the Ellesmere Port and Neston Local Plan. This rural village lays between Neston and Ellesmere Port. The centre has a range of shops including a pharmacy, newsagent, convenience shop and post office. Willaston is not far from Hooton and The University of Liverpool Leahurst Campus. The village is just off Chester High Road. Although well connected, the village is rural in nature and is unlikely to attract visitors further than the immediate neighbourhood. Therefore, it is recommended that Willaston is deleted and will not be considered a retail centre.

B Glossary

Table B.1 Glossary

Name	Description
A1 (Shops)	Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.
A2 (Financial and professional)	Financial services such as banks and building societies, professional services (other than health and medical services) and including estate and employment agencies. It does not include betting offices or pay day loan shops - these are now classed as "sui generis" uses
A3 (Restaurants and cafes)	For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
A4 (Drinking establishments)	Public houses, wine bars or other drinking establishments (but not night clubs).
A5 (Hot food takeaways)	For the sale of hot food for consumption off the premises.
B1 (Business)	Offices (other than those that fall within A2), research and development of products and processes, light industry appropriate in a residential area.
D1 (Non-residential institutions)	Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2 (Assembly and leisure)	Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
Sui Generis	Certain uses do not fall within any use class and are considered 'sui generis'. Such uses include: betting offices/shops, pay day loan shops, theatres, larger houses in multiple occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres and casinos.

Name	Description
Main Town Centre Uses	Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
Use Class	The Town and Country Planning (Use Classes) Order 1987 (as amended) categorised land and buildings into 'use classes' depending on their function.
Local Retail Centre	Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre.
Parade of Shops	Small parades of shops of purely neighbourhood significance are not regarded as centres for the purposes of this study.
District Centre	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.
Key Service Centre	Part of the settlement hierarchy in the Local Plan (Part One). The settlements identified as key service centres provide a good range of facilities and services and will be the focus for new development in the rural area.
Local Service Centre	Part of the settlement hierarchy and will be defined in the Local Plan (Part Two). Smaller settlements in the rural area that have a lower level of services and access to public transport but could acceptably accommodate some small-scale development.
Vitality	Vitality measures how busy a centre is. This includes at different times of the day.
Viability	Viability is the capacity to attract ongoing investment.
NPPF	National Planning Policy Framework. A national planning policy document adopted in 2012.

Name	Description
NPPG	National Planning Policy Guidance. Guidance on national planning policy that is an online resource introduced 2014.
PPS4	Planning Policy Statement 4: Planning for sustainable economic growth
CWAC	Cheshire West and Chester Council
ECON 2	CWAC Local Plan (Part One) policy
Click and Collect	Allows customers to buy an item online and have it delivered to its own shop or a convenient retailer.
General Permitted Development Order (GPDO)	Allows a small amount of development to happen within the need for planning permission.
Localism Act	Allows more freedom for the local community to get involved in planning by creating a Neighbourhood Plan and Local Authorities to get involved in Devolution from Central Government.
Neighbourhood Plan	Allows a Neighbourhood Forum or Parish Council to produce a Neighbourhood Plan that is more specific to their area, shaping where development should go. Once made, Neighbourhood Plans form part of the development plan for the Borough.
Allocation	A site may be allocated for a use in the Local Plan.
Town Centre	Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.
Convenience	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.

Name	Description
Comparison	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
Supermarket	Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.
Convenience	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.

C Issues consultation Local Plan (Part Two)

Table C.1 Issues response from Part Two consultation

Comment	How the comments have been considered?
<p>As the Council is aware, Sainsbury's have two retail stores within Chester; these consist of a Superstore at Caldley Valley and a convenience store on Faulkner Street. Both of these stores are currently designated as Suburban Shopping Centres in the current Chester and District Local Plan (2006) Proposals Map. These centres and the associated anchoring Sainsbury's stores provide a destination for weekly food shopping with linked trips to other services. As such, they are an important focus for the communities which they serve.</p> <p>In relation to the future production of the Local Plan (Part 2), upon reviewing the existing site allocations and designations, the existing stores of Caldley Valley and Faulkner Street should remain as Suburban Shopping Centres, or an equal designation.</p>	<p>Caldley Valley and Faulkner Street have both been assessed through the Local Retail Centre Study 2016. Further details of the assessment can be found in Appendix A of the study and a summary of the findings can be found in the main report.</p>
<p>Retail Impact Assessments</p> <p>In line with previous representations submitted on behalf of Sainsbury's against the Local Plan (Part 1), future policy provisions should not be overly prescriptive in relation to specific floorspace thresholds when undertaking retail impact assessments for edge and out of centre retail and leisure proposals, in line with Paragraph 26 of the Framework. Significant weight should be attached to the indicative threshold of 2,500 sq m for impact assessments as set within the Framework. The use of unduly onerous thresholds may be a disincentive to sustainable economic growth, contrary to one of the overarching objectives of the Local Plan and the Framework.</p> <p>Retail Centre Boundaries</p> <p>The boundaries of centres (as well as Primary and Secondary Shopping Areas where appropriate) should be identified as soon as possible in the Local Plan process in order to ensure sufficient opportunity for consultation. Boundaries should be drawn in accordance with Paragraph 23 of the Framework which requires local planning authorities to:</p>	<p>The Local Retail Centre Study 2016 will inform the Local Plan (Part Two) for local retail. An assessment of Caldley Valley and Faulkner Street can be found within Appendix A of the report and a summary of the findings in the main report.</p>

Comment	How the comments have been considered?
<p>“Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites.”</p> <p>On this basis, the existing Sainsbury’s store at Northwich should remain within the Town Centre Boundary, the existing Caldley Valley and Faulkner Street stores should also retain Suburban (or similar) Shopping Centre designations. Similarly, the Sainsbury’s Local store in Neston should remain within the Primary Shopping Area.</p>	
<p>Thank you for the consultation and the opportunity to comment on the scope of the Local Plan (Part Two) policies or Supplementary Planning Documents, and the potential evidence base requirements in addition to that prepared for the Local Plan (Part One).</p> <p>While we do not have any specific comments to make at this stage, there are a number of areas where we would welcome the opportunity to cooperate with you, going forward. These relate to the following Local Plan (Part One) policy areas:</p> <p>STRAT 4 Ellesmere Port</p> <p>STRAT 10 Transport and Accessibility</p> <p>ECON 2 Town Centres</p> <p>ECON 3 Visitor Economy</p> <p>SOC 5 Health & Well-being</p> <p>ENV1 Flood Risk and Water Management</p> <p>ENV 3 Green Infrastructure</p> <p>ENV4 Biodiversity and Geodiversity</p>	<p>The Local Retail Centre Study 2016 will form part of the evidence base for the Local Plan (Part Two). It is anticipated that future discussions will take place as part of the authorities’ Duty to Cooperate.</p>

Comment	How the comments have been considered?
<p>ENV7 Alternative Energy Supplies</p> <p>We believe there may also be some potential for joint working and/or the development of a shared evidence base in relation to some of these areas, which could be the subject of further discussion.</p> <p>Merseyside Environmental Advisory Service (MEAS) will also be submitting additional comments on behalf of the Merseyside districts.</p>	
<p>Detailed policies should reflect the NPPF in respect of thresholds for retail sequential test analysis. There also needs to be a reflection of growth within key service centres in rural areas which once again the Authority fail to be mention within the policy documentation which wholly focuses on urban areas.</p>	<p>Key service centres and other rural shops have been considered as part of the Local Retail Centres Study 2016. The findings of this assessment can be found in appendix A and a summary in the main report.</p>
<p>Supports strategy in STRAT 6 – Winsford. For a clear direction of growth, identify a Primary Shopping Area (PSA) and identify a potential location for a new food store. The PSA should encompass the retail / service frontages and car parks in Winsford Cross Shopping Centre following NPPF guidance. Town centre investment site allocation should be based around land that MAR control. This is the most appropriate site as there are no ownership / delivery constraints and will ensure the allocation is deliverable and effective in accordance with the NPPF Parag.182. MAR would like to comment on the detailed policy relating to town centre site allocations once progressed.</p>	<p>The Local Plan (Part One) defines town centres. The comments relate to a primary shopping area within the Winsford area. The Local Retail Centres Study 2016 is concerned with the lower tier within the retail hierarchy established in the Local Plan (Part One).</p>
<p>Greyhound Retail Park</p> <p>The Greyhound Retail Park forms a principal part of the wider commercial area known as the ‘Sealand Road Basin.’ This, coupled with other nearby developments referred to as the Deva Retail Centre and Chester Retail Park, provides in excess of 25,000 sq.m of retail floorspace and forms an important part of Chester City’s retail provision. The Greyhound Retail Park comprises of predominantly large format units for retail and leisure uses. Key current occupiers include John Lewis at Home,</p>	<p>The Local Retail Centres Study 2016 considers smaller local retail for designation as a centre that meet the day to day need of the local community. A small part of Sealand Road was designated in the Chester Local Plan as a Suburban Centre and has been assessed as part of this study. The assessment can be</p>

Comment	How the comments have been considered?
<p>Next, TK Maxx and Curry's / PC World. The Greyhound Retail Park is a well-established retailing location; recent planning permissions which have been approved in this location clearly demonstrate the Council's continued support for consolidating the retail function of this location, acknowledging the important role held in providing wider economic and physical regenerative benefits which in turn also create local employment opportunities.</p> <p>As part of the 'Land Allocations and Detailed Policies' Public Consultation we propose a number of additions which would allow for the significance of the Greyhound Retail Park to be fully acknowledged in the emerging Local Plan (Part Two) document.</p> <p>Policy ECON2: Town Centres</p> <p>Whilst we generally agree with the approach set out in Policy ECON 2, Part Two of the Local Plan should seek to make a more considered and detailed approach to dealing with the existing retail destinations of the Greyhound Retail Park, its significant contribution to the economy of Chester and the wider CWaC borough. There is some reference in the 'explanation' text to Policy ECON 2, to out of centre retail facilities but there is no indication as to their intended future role during the Plan period and this should be explored and strengthened further as part of the emerging 'Land Allocations and Detailed Policies' document.</p> <p>Whilst not a designated centre, there is no avoiding the significance of the Greyhound Retail Park, and others including Cheshire Oaks. A lack of consideration of this within emerging policy does not comply with the 'sustainable development' requirements of the NPPF or with Local Plan Policy STRAT 1. Given the significance of this facility located in close proximity to Chester City Centre it is right that its significance is fully acknowledged. The Greyhound Retail Park plays an important role in the delivery of the social, environmental and economic functions within the locality, an existence must be acknowledged and appropriate investment in, and modernisation of, its facilities welcomed, subject obviously to compliance with other policies.</p>	<p>found within appendix A of this study or a summary within the main report.</p>

Comment	How the comments have been considered?
<p>The recent approval of additional retail floorspace at the park (ref: 13/05207/S73 variation of permission 13/2105/FUL) seeks to further enhance the Greyhound Retail Park and affords a number of regeneration benefits, in line with those core NPPF policies. In the Officer's Report to Planning Committee for the original application at Phase II of the Greyhound Retail Park, it is noted that:</p> <p>'The proposed retail development would provide increased customer choice and competition, for the benefit of the wider community, without materially harming the vitality or viability of Chester City Centre or other retail centres.'</p> <p>It then goes on further to explore the benefits of such a development including the creation of employment opportunities as well as ensuring 'future sustainable economic development' in this location, which further supports the important future role that the Greyhound Retail Park will play in the Cheshire West and Chester borough and indeed the wider economy.</p> <p>At the current Issues Public Consultation stage there is scope to further explore the parameters of retail in this location and to make further retail allocations and provisions as appropriate. This should be explored further during this stage and the proceeding stages that are involved in the evolution of this document.</p> <p>In light of our comments made above, we are broadly in support of the approach taken within those policies drafted within the 'Land Allocations and Detailed Policies' document, notably Barons Quay and its role in the strengthening of Northwich Town Centre. However we do consider that Policy ECON 2 requires some further detail to ensure that the 'Land Allocations and Detailed Policies' stage fully explores the role and function of out of centre retail facilities fully. A lack of consideration to the Greyhound Retail Park, which is an important part of CWaC's economy and affords a number of wider regenerative benefits, means that this element of the Local Plan has not been 'positively prepared' and this should be rectified during the latter stages in the progression of this document. Specifically in relation to the former Charles Barber dealership on Old Warrington Road, Northwich, we are seeking to put this site forward as an emerging</p>	

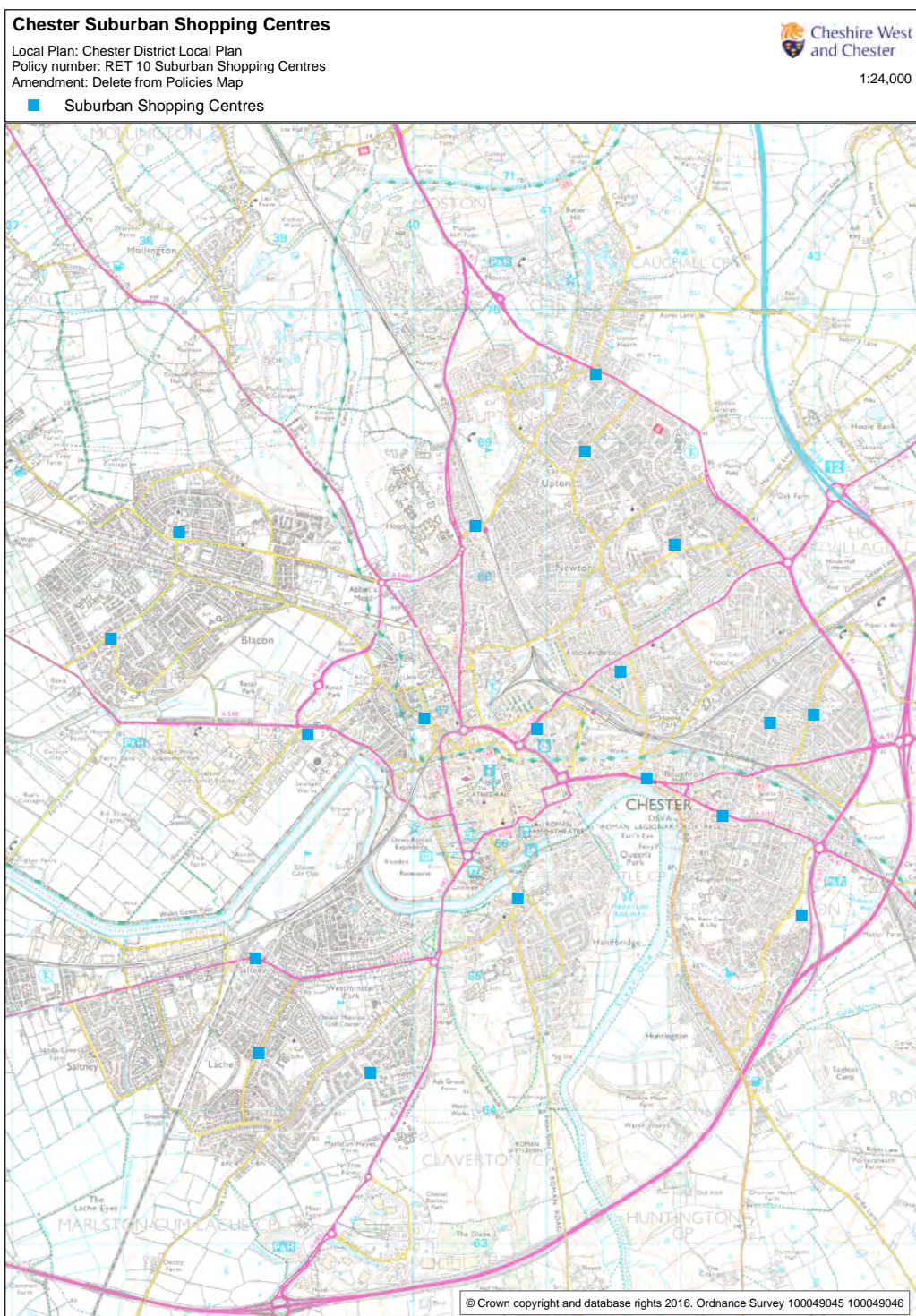
Comment	How the comments have been considered?
allocation which would benefit from a variety of future potential development uses.	
<p>In line with the second principle of the NPPF, the Local Plan (Part Two) should define centres that are resilient to anticipated future change. Local Authorities should be positive in drawing up Local Plans and should allocate a range of sustainable sites to meet development need. In addition, Local Authorities such allocate appropriate edge of centre sites for town centre uses that are well connected to the town centre where suitable sites are not available in centre.</p> <p>The Local Plan (Part Two) should ensure that they are not restrictive so as to preclude the delivery of appropriate sites and should support them.</p> <p>The Council should reassess the town centre boundaries mindful of the historical extent of development, natural and built features and available brownfield PDL.</p>	<p>The Local Retail Centres Study 2016 has undertaken an assessment in designating Local Retail Centres across the borough and defining a boundary to inform the Local Plan (Part Two). This assessment has been done in line with the Local Plan (Part One) and the NPPF.</p>
<p>Vitality of your centres should include a healthy evening economy – retail daytime, leisure evening. With the decline of shops, it is more important to support an evening economy with restaurants, cafes and pubs to retain vitality. Theatre spaces and public buildings such as community halls provide a venue, but can come under pressure from higher land values. Pubs can also be transformed as additional venues.</p>	<p>The Local Retail Centres Study 2016 has assessed local shopping areas for the lower tier designation in the retail hierarchy established in the Local Plan (Part One). Considerations have been given to the evening economy and main town centre uses when defining the boundaries and assessing the centres.</p>
<p>Town Centres are becoming increasingly popular as a venue for sport and recreation. Consideration should be given to developing policies that allow change of use of existing buildings or new facilities within the Town Centre. Sport can help contribute towards the regeneration and sustainability of an area as well as the obvious health benefits.</p> <p>It is important to recognise the economic value of sport to the local economy when developing planning policy. Sport's contribution to the English economy reached £20.3 billion in</p>	<p>The Local Retail Centres Study 2016 has made an assessment for local retail across the borough. These centres are more local in scale and the assessment included considering main town centre uses along with associated uses. These included uses such as playing fields, community centres and libraries and considerations were made in how</p>

Comment	How the comments have been considered?
2010, 1.9% of the England total. This placed sport up in the top 15 industry sectors in England above motor vehicles, telecoms services, legal services, accounting, publishing, advertising and the utilities.	these contributed to the overall role and function of the local centre.
Frodsham has an aging population with consequentially lower mobility and preference of shopping locally. Reducing retail space would contradict aspects of sustainable plans laid elsewhere.	Frodsham has been identified in the Local Plan (Part One) as a town centre. It has therefore not been considered within the Local Retail Centre Study 2016.
It is important that the policies in the Part 2 plan relating to retail development should not simply focus on town centres. Retail development, particularly specialist facilities such as garden and craft centres and farm shops can be an important source of employment and benefit to the rural economy without adversely impacting on the vitality and viability of town centres. The policies in the Part 2 plan should recognise the role of those facilities and not seek to be too prescriptive in terms of size or location. Such development should not be subject to sequential testing. In order to support a prosperous rural economy (consistent with paragraph 28 of the Framework) the policies in the Plan should provide strong support for economic growth, including appropriate retail development, in the rural area.	The rural area has been considered in the Local Retail Centres Study 2016. Key Service Centres and other appropriate rural shopping areas have been assessed as part of the study.
<p>The following points have been drawn from the emerging issues identified by an internal Member's working group tasked by the Executive to look at the future of Town and City Centres. The Chairman of the working group has requested these are considered as evidence as part of the current Local Plan consultation towards the development of policies for Part Two of the Local Plan.</p> <ul style="list-style-type: none"> • Consideration for change of use to residential for ancillary upper floor areas in the primary and secondary shopping areas and for the entire building in tertiary areas. • Consideration for change of use / demolition of existing redundant buildings for use as car parking in designated parts of Town and City Centres. 	The Local Retail Centres Study 2016 has assessed and defined local retail based on a methodology that is explained in the main report. Existing community uses, food and drink establishments and leisure have been considered as part of the assessment of these lower tier retail destinations.

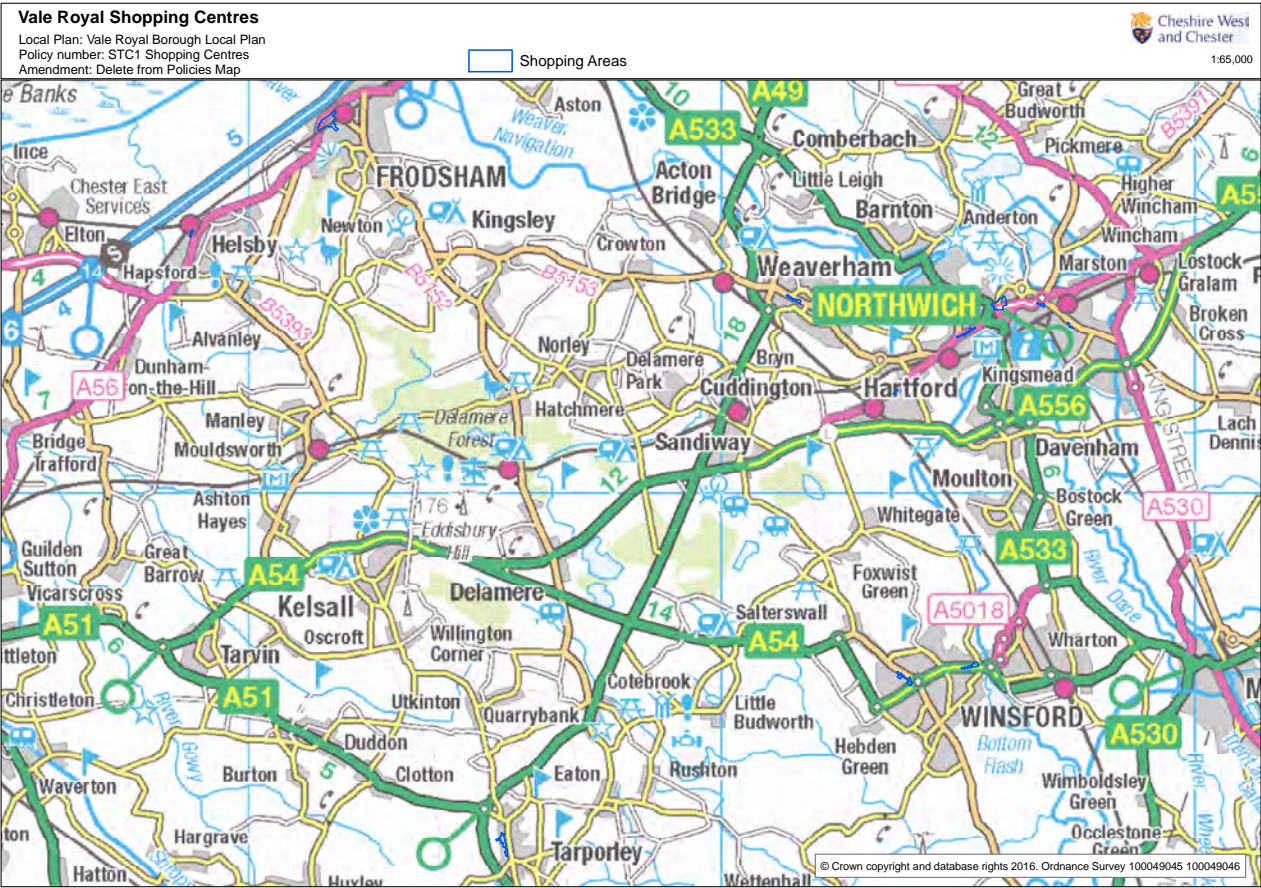
Comment	How the comments have been considered?
<ul style="list-style-type: none"> • Consideration for relaxation of change of use restrictions to promote leisure / food and drink related uses in certain parts of town centres. • Consideration for relaxation of change of use restrictions to allow local community uses in designated parts of Town and City Centres • Consideration of proposals requiring development permission under the Community Right powers to allow communities to bid for community uses or build/refurbish building in designated parts of Town and City Centres. <p>These points are made in response to Questions 32 and 33 of the Local Plan consultation.</p>	
Request for inclusion of an al fresco dining policy.	The Local Retail Centres Study 2016 is concerned with local retail and defining centres and boundaries. Considerations have been made of alfresco dining where they already exist as part of this assessment.
Not just Ellesmere Port Town Centre is affected by out of town shopping, all town centres need evaluating.	Local shopping areas have been assessed as part of the Local Retail Centres Study 2016. Designation of a local centre will define the centre and ensure long term vitality and viability of the centre.

D Existing local retail centres deletion

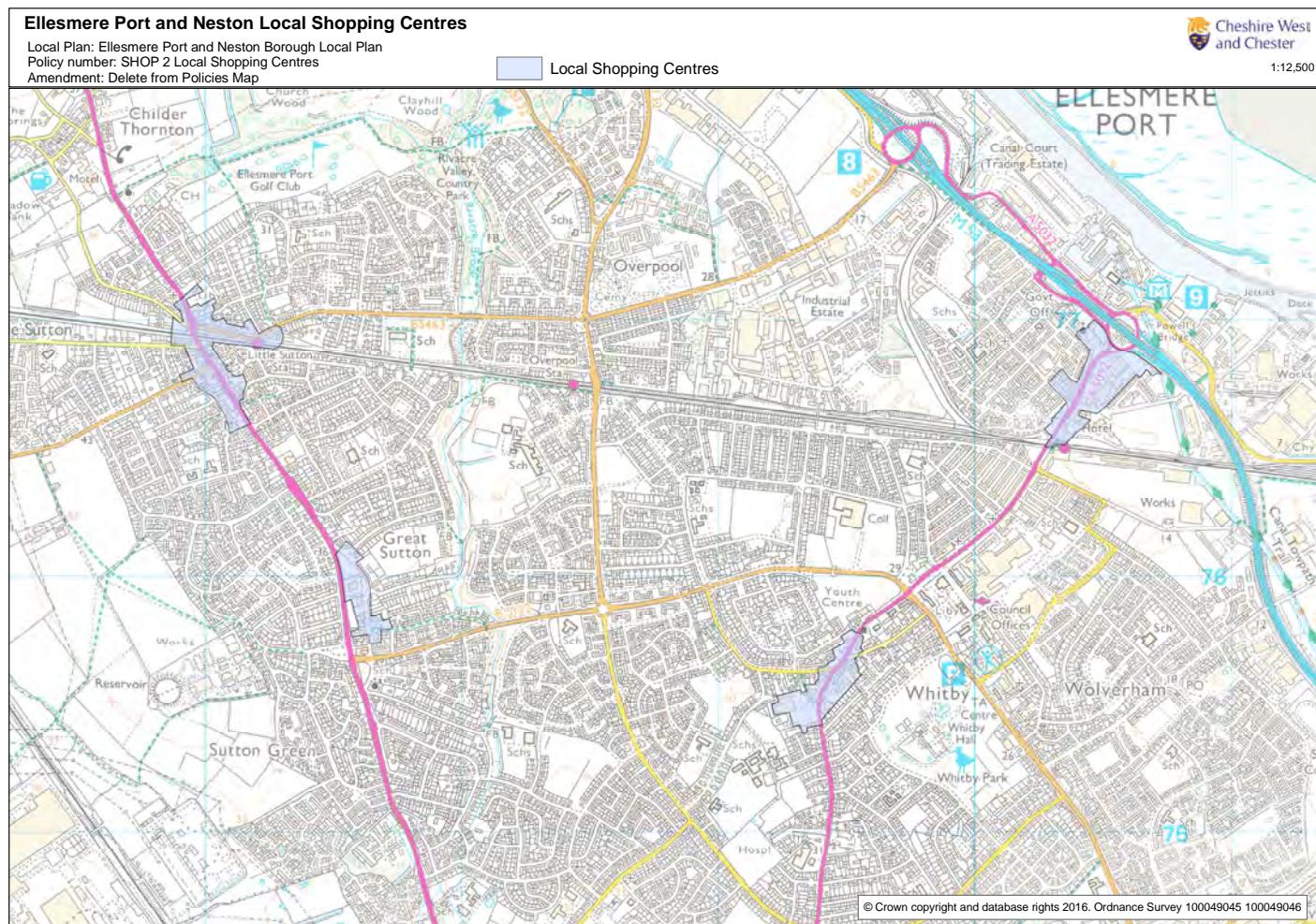
Chester Local Plan

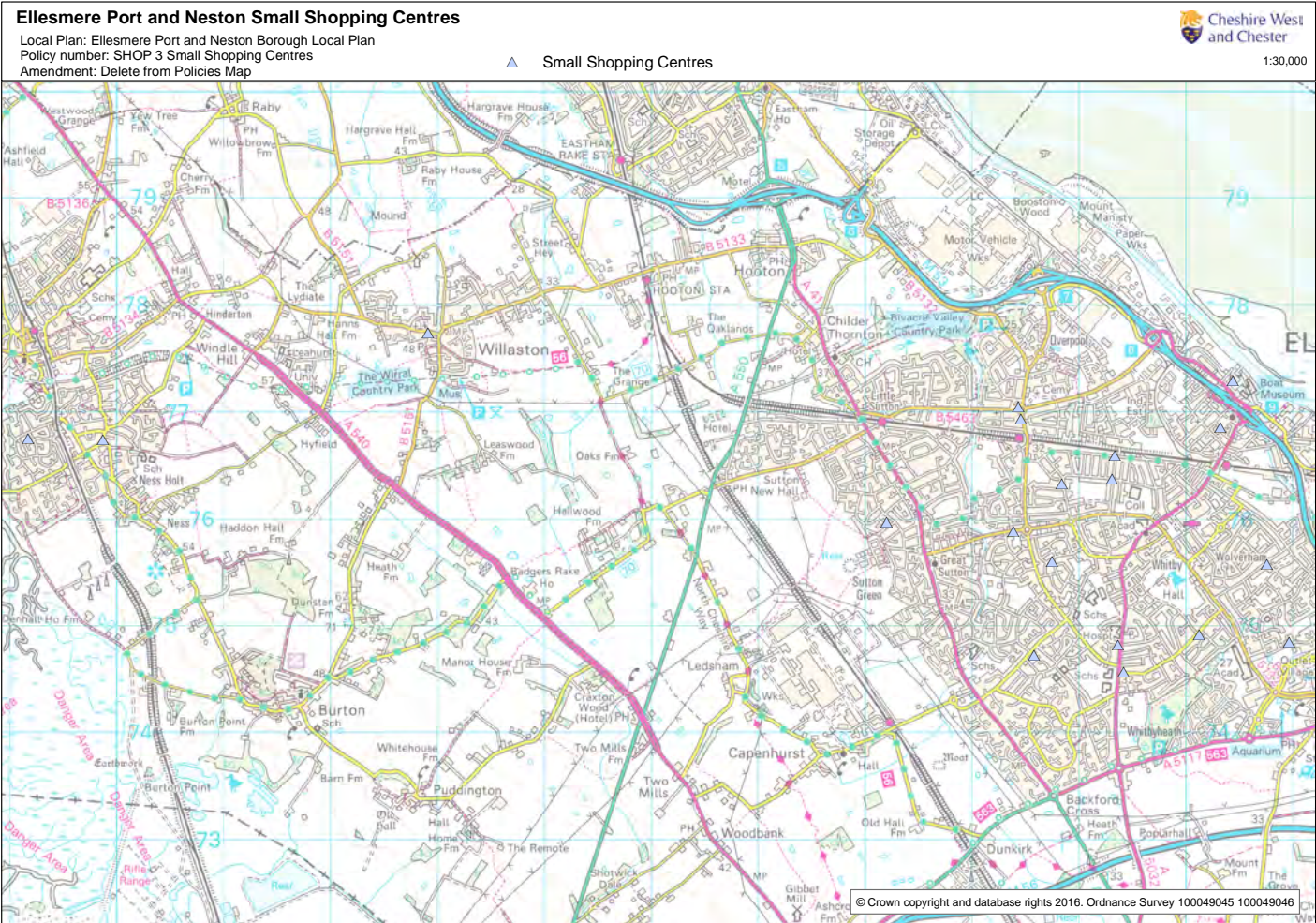


Vale Royal Local Plan



Ellesmere Port and Neston Local Plan





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যদি আপনি এই ডকুমেন্ট অন্য ভাষায় বা ফরমেটে চান, তাহলে দয়া করে আমাদেরকে বলুন।

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如欲索取以另一語文印製或另一格式製作的資料，請與我們聯絡。

Türkçe bilgi almak istiyorsanız, bize başvurabilirsiniz.

اگر آپ کو معلومات کسی دیگر زبان یا دیگر شکل میں درکار ہوں تو براۓ مہربانی ہم سے پوچھئے۔

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