

**DARLINGTON
LAND AT FEETHAMS
AND BEAUMONT STREET**

**Report to Assess the Potential
Impact of a Hypermarket on the
Vitality and Viability of Darlington
Town and District Centres**

October 2006

**COLLIERS
CRE**

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1.0 INTRODUCTION

- 1.1 In February 2004 Colliers CRE were first appointed to advise Darlington Borough Council on proposals for the redevelopment of the Feethams / Beaumont Street site, in the south eastern corner of the town centre, for a mixed use scheme comprising retail, residential and municipal offices. This report addresses the potential impact of the retail element on the vitality and viability of the rest of the town centre and the designated district centres, in the town in the context of national, regional and local policy.
- 1.2 A proposal for the redevelopment of the Feethams site has been prepared by Tesco Stores Limited for a mixed use scheme including a retail hyper-market with associated petrol filling station and dedicated parking; a replacement town hall; 133 residential units supported by 217 dedicated parking spaces. The ground level would be given over to public car parking which would be charged at short term rates albeit with a concession for Tesco customers allowing two hours free car parking for those tickets validated in-store.
- 1.3 The development would comprise two main blocks, the larger comprising the store at first floor level with the residential accommodation wrapped around the western, northern and eastern frontages on five levels, with rooftop car parking for the users of the residential and office accommodation. The second block overlooking Beaumont Street comprises the four level relocated Council offices with a ground floor pedestrian entrance from Feethams.
- 1.4 Vehicular access for store and petrol filling station customers will be from Beaumont Street via a dedicated access road from a new roundabout. Service vehicles will access the site direct from St. Cuthbert's Way. The residential and office parking would be accessed separately from Houndgate by a ramp leading up to the rooftop parking deck. In order to ensure the site presents an appropriate Houndgate treatment, the residential element is continued along the southern frontage at ground-fifth floor levels.
- 1.5 Plans showing the layout of the site at ground and store levels are included at **Appendix I** (ref.4126/31E). The Plans show that the pedestrian entrance to the store is via traveller situated at the north-western corner of the site, the point which is closest to the existing shopping area.
- 1.6 Whilst there are no detailed plans of the internal layout of the foodstore, this report is prepared on the basis that it will provide the following facilities in accordance with advice received from Tesco Stores Ltd.:-

- i) c. 3,250 sq m net of convenience floor space

- ii) c. 2,790 sq m net of comparison goods floor space
- iii) c. 680 sq m net lobby & check out area
- iv) c. 200 sq m net cafeteria
- v) A six-island petrol filling station with associated kiosk
- vi) 788 adjacent surface level shopper car parking spaces (including 33 disabled).

1.7 A store of the size proposed would provide a full range of convenience products together with a comprehensive range of comparison goods including health and beauty, adult and children's clothing and footwear; electrical products; infotainment (i.e. videos, CDs, etc); books; stationery; baby products; household goods (i.e. cutlery, crockery, bedding, candles, etc); and textiles, cleaning products (i.e. bowls, brooms, etc) and toys. It may also provide a range of non food services including pharmacies, photo-processing, travel bookings, telecoms and a range of financial services including banking, insurance, mortgages and a credit card.

1.8 Tesco's UK market share growth has surged ahead since the mid 1990's extending its market leadership such that it now claims 26% grocery market, accounting for over £1 in every £8 spent in the UK. The core strategy is to deliver enhanced value by ongoing price investment, building its non-food offer and extending its retail services. A non food only format is being trialled.

1.9 Tesco's product range is extremely wide covering an increasing number of different categories in food and non-food. The average superstore carries more than 40,000 product lines of which 15,000 would be non food product. A large 'Extra' such as proposed, would carry about twice this amount.

1.10 The main emphasis of its food business is on regular everyday requirements; however customer choice is extended through the 'Value' and 'Finest' ranges. The Company's stated aim is to be as strong in non-food as in food and it is focussing on clothing and electrical, backed by a growing on-line offer. Health & Beauty is core non-food strength and Tesco is the market leader in volume terms. The latest Company information indicates Tesco has a 5-6% market share of the non food markets in which it operates. A summary of Tesco trading operations is included at **Appendix 2**.

1.11 In preparing this report we have had regard to the Darlington Retail Study produced by Martin Tonks Associates in June 2004, and other published sources of data on the town centre. We have also considered this proposal in respect to National Planning Policy and the policies of the Local Development Plan.

1.12 Our report does not consider the acceptability of the proposal in terms of highways capacity, design or other detailed considerations.



2.0 NATIONAL PLANNING POLICY

2.1 Government Policy sets the context within which local planning authorities operate. Policy in England relating to development in town centres was revised with the publication of PPS6 'Planning for Town Centres' on the 21 March 2005. This policy statement is to be read in conjunction with 'Planning for Town Centres: Guidance on Design and Implementation Tools', a guidance note which deals specifically with design issues relating to Planning for Town Centres.

PPS6 'Planning for Town Centres'

2.2 This document develops the Government's policy for retail and other forms of town centre development, increasing the focus on town centre locations. The key Government objective is the promotion of the vitality and viability of town centres through planning for their growth, and by focusing development to promote and enhance them, encouraging the provision of a wide range of services in a good environment, accessible to all.

2.4 The policy statement lays emphasis on public planning authorities, at a regional and local level, to plan positively for the growth and development of town centres. The Statement is applicable to all main town centre uses which are defined as retail, leisure/entertainment, the more intensive sport and recreation uses, offices, public administrative offices, arts, culture and tourism. Housing is also recognised as an important element of most mixed use multi-storey developments.

2.5 Regional planning bodies should plan positively for the growth of development in existing centres. They are to develop a strategic framework for either the whole of the region, or any identified sub-regions, and take into account the need to avoid an over concentration of growth in the higher level centres.

2.6 Similarly, local authorities should set out a spatial vision and strategy for their town centre network, including local centres, identifying how the role of different centres will contribute to the overall spatial vision. They are to assess the need for new floor space taking account of both quantitative and qualitative considerations; identifying deficiencies in provision and assessing the capacity of existing centres to accommodate new development, including the extension of the primary shopping area.

2.7 PPS6 draws a distinction between the retail area and the remainder of the town centre. It defines the retail area as the 'Primary Shopping Area' which is where new retail development

should occur, but acknowledges that other uses, such as offices, can appropriately be sited in the wider town centre.

2.8 In selecting sites for development, and determining planning applications, local authorities are to take into account five criteria:

(i) Assess the Need for Development

Local need assessments should take account of the regional strategy for centres in the regional spatial strategy, as well as the catchment areas of centres both within and without their boundary. Whilst assessing both quantitative and qualitative considerations, greater weight will be placed upon quantitative need, which involves taking into account population change; changes in expenditure for comparison and convenience goods; and forecast improvements in the productivity of floor space. It is not necessary to demonstrate a need for retail proposals within a primary shopping area or which are otherwise in accordance with an up-to-date development plan strategy

Local authorities can also make provision to meet qualitative need by ensuring an appropriate distribution of shopping locations is achieved to improve accessibility; and make provision for a range of sites for shopping, leisure and local services. Darlington BC has undertaken such a study, the findings of which are considered later in this report.

(ii) Identify the Appropriate Scale of Development

The aim is to locate the appropriate type and scale of development in the appropriate size of centre, to ensure that it fits into that centre and that it complements its role and function.

(iii) Apply the Sequential Approach to Site Selection

A sequential approach requires all options in the town centre, including its extension, to be thoroughly assessed before less central sites are considered. The sequential approach requires that locations are considered in the following order:

- i) locations in appropriate centres where suitable sites or buildings for conversion are likely to become available within the development plan period; and then

- ii) edge of centre locations with preference given to sites that are or will be well connected to the centre;
- iii) out of centre sites, with preference given to sites which are or will be served by a choice of means of transport and which are close to a centre with a high likelihood of forming links to that centre.

2.9 In applying the sequential approach operators should demonstrate that in seeking to find a site in or on the edge of existing centres they have been flexible about their business model in terms of its scale and format, the level of car parking provision and the scope for disaggregation.

(iv) Assess Impact

2.10 Development can have both positive and negative impacts on existing centres. Positive benefits are likely to be the strongest where additional development takes place in the centre. When assessing impact, local planning authorities are to consider the likely affects on centres taking account for the impact on the spatial strategy for the area; the impact on their role in the hierarchy of centres; likely affect on future investment needed to safeguard their vitality and viability; the likely impact on levels on trade and so their vitality and viability; any changes to the range of services provided; the likely impact on the number of vacant properties in the PSA; potential changes to the centre's environment and to its role in the economic and social life of the community. Where a significant development is proposed in a centre, which is not in accordance with the development plan strategy and which would substantially increase the attraction of the centre, its impact will also need to be considered.

(v) Ensure Locations are Accessible

One of the Government's broad objectives is to reduce the need to travel coupled with reducing reliance on the private car. Accordingly local authorities should have regard to whether the site is or will be accessible by choice of means of transport; and its impact on car use, traffic and congestion.

Planning for Town Centres: Guidance on Design and Implementation Tools

2.11 This guidance document was published at the same time as PPS6 and deals specifically with design issues relating for planning for town centres, and some of the main tools available to secure implementation. It does not form part of the policy statement but should be taken into account when developing planning policies, and may be relevant in the determination of applications.

2.12 Reference is made to PPS1 and to the emphasis placed upon good design in national policies, and to the design focus of PPS6 which states it is essential for town centres to provide a high quality and safe environment if they are to remain attractive and competitive.

2.13 Within the context of PPS1, the guidance identifies six design principles which should be taken into account as follows: -

- be orientated so that development fronts the street;
- respect building lines of the existing urban environment and, where appropriate build up to the edge of the curtilage;
- maximise the amount of active street frontage;
- avoid designs which are inward looking and which present blank frontages;
- provide level access from the public realm;
- in the case of development in edge-of centre locations, provide good pedestrian access to the centre.

2.15 The guidance also encourages development which adopt innovative layouts and which maximises the use of the site, having regard to the local context.

3.0 LOCAL PLANNING POLICY

3.1 The relevant Development Plan for Darlington comprises the following documents:

1. Regional Planning Guidance for the North East (RPG1) – Published 18 November 2002;
2. The Tees Valley Structure Plan – adopted February 2004;
3. The Darlington Borough Local Plan – adopted 2001.

3.2 RPG1 is subject to review and the North East Assembly submitted a draft revision RSS to Government in June 2005. An Examination in Public took place during March 2006 and the Panel has now reported. The final version of the plan is expected to be Adopted in 2007.

3.3 Darlington Borough Council has also been involved in, or has commissioned, other strategic and supplementary planning documents comprising the Town Centre Development Strategy and a Retail Study which will form the basis for the preparation of any new local policies. Whilst these documents do not share the same status as the Development Plan, their contents are material to the consideration of this proposal and so are also considered below.

A THE DEVELOPMENT PLAN

1. Regional Planning Guidance

3.4 RPG 1 sets out the regional strategy for the north east. The locational strategy is to locate the majority of new development in the region in the built up areas of Tyne, Wear, and Tees. However, significant scale development can still be located in the other main towns, including Darlington. These locational priorities are enacted through policies which adopt a sequential approach to identifying sites for development to ensure priority is given to development in the most sustainable locations.

3.5 The town centre and retailing policies identify Darlington, amongst others, as a focus for attracting inward investment which helps promote the region. Policy TC1 requires Development Plans to ensure that town centres continue to be the focus for a wide range of activities which will maintain and enhance their vitality and viability. In particular, uses such as shopping, offices, leisure, entertainment, hospitals and higher education, should be concentrated in town centres where they can be well served by public transport and reduce the need to travel.

- 3.6 Policy TC2 requires Development Plans to identify a hierarchy of centres, reflecting the importance of the main town centres, including Darlington, in terms of their economic, social and cultural vitality. The policies should seek to enhance the vitality and viability of existing town centres by maintaining an attractive, safe and secure environment, ensuring good accessibility and identifying development opportunities.
- 3.7 Policy TC3 addresses the function of centres and confirms they should be the focus for the majority of new retail, leisure and commercial development. Development Plans should promote and protect the vitality and viability of existing centres, acknowledge that the role of centres may change over time and review the role of marginal or declining town centres to see how they can be managed to meet changing retail patterns.
- 3.8 The retail development policies recognise the important function of retailing in underpinning town centres. Accordingly, development plans should confirm that town centres would be the preferred locations for new retail developments.
- 3.9 Policy RB1 requires development plans to ensure that the preferred location for new development is in existing centres and that, having established a need for traditional floorspace, should identify which centres will be the focus for development: -
- Identify sites to accommodate development in accordance with the sequential approach;
 - Include criteria-based policies;
 - Assessing proposals not allocated in the plan;
 - Ensure that retail developments are located where they will reduce the need for travel and are easily accessible by way of modes of transport.
- 3.10 In addition, policies should ensure that proposals for retail development outside existing centres, in a location which would adversely affect the vitality and viability of the existing centres, are refused.
- 3.11 In June 2005 the Regional Assembly for the North East submitted the draft RSS to Central Government. Upon final approval this document will supersede both RPG1 and the Structure Plan. Its central theme is to achieve and maintain a high quality of life for all, both now and in the future. It is recognised that the achievement of this objective will require a major economic, social and environmental renaissance throughout the region.
- 3.12 The region is considered to have a polycentric settlement pattern based upon two city regions, Tyne & Wear and Tees Valley, the latter of which includes Darlington. These City

regions contain the majority of existing employment opportunities and will be the location of the majority of new jobs, and as such the majority of new development should be located in these regions in the conurbations and main towns (Policy 5).

3.13 Darlington is identified as a main town and as having an important role as a sub-regional employment, retail and cultural centre serving a distinct catchment area covering South Durham and a large part of North Yorkshire. Its unique location with good transport access by car, rail and air is stated to enable Darlington to attract employment in the financial business services and logistics sector which may not otherwise locate in the North East (para 2.81).

3.14 Policy 7 seeks to set out the locational objectives for the Tees Valley City Region. It states that the majority of new retail and leisure development should be situated in the sub-regional centres, specifically Darlington and Middlesbrough. Development in other centres should be consistent with their scale and function to enhance their vitality and viability. This approach is reiterated in Policy 25. No provision is to be made for new out of centre leisure development of regional or sub-regional significance.

3.15 The strategy adopts the sequential approach to development so as to give priority to previously developed land in the most sustainable locations (Policy 3). Locations should be selected in the following priority order:

- a) Suitable previously developed sites within urban areas, particularly around public transport nodes;
- b) Other suitable locations within urban areas not identified as land to be protected for nature or heritage conservation or recreation purposes;
- c) Suitable sites in location adjoining urban areas, particularly those that involve the use of previously developed land;
- d) Suitable sites in settlements outside urban areas, particularly those that involve the use of previously developed land.

3.16 The report also noted that constant assessment forms a broad and mutual framework within which qualitative need is considered. Qualitative need is defined as including deficiencies in the range and/or quality of retailer representation in relation to that which would normally be expected in each centre. Such deficiencies normally manifest themselves in high or cheap rates and can also be reflected in the proportion of floorspace given over to various retail sectors when compared to the national average.

- 3.17 The household survey identifying significant outflows of spending between the south regions, with most of them losing trade to Newcastle. Only the Tees Valley sub-division displayed any significant independence retaining 91% of non-food expenditure generated in the area, as well as drawing trade from Durham and North Yorkshire. Darlington is identified as having a 60% market share with a prime catchment population of approximately 153,700 people.

2. Tees Valley Structure Plan

- 3.18 Policy TC3 identifies a hierarchy of shopping centres. Darlington is identified as a sub-regional centre at the top of the hierarchy. A number of strategically important district centres are also identified within the hierarchy, including Cockerton and North Road in Darlington.
- 3.19 The approach of the Plan is to seek to maintain and strengthen the vitality and viability of the town and district centres through a series of measures, including the encouragement of a mix and diversity of uses including a wide range of retail (Policy TC1).
- 3.20 The Plan does not seek to define quantitative floorspace limits for each centre, but does indicate that the sequential approach will be applied to large scale retail developments, which are defined as including large convenience stores and hypermarkets in excess of 2,500 sq m gross. The Plan does not seek to prohibit out of centre development, requiring instead that retail and leisure development outside town centres, including extensions and redevelopments of existing facilities, will only be permitted where they meet a number of criteria including the demonstration of a need and that they would not undermine the vitality and viability of any nearby town or district centre. The explanatory memorandum refers to the advice in PPG6 that commercial competition is not a land use planning consideration and consequently the possible effects of a new development on existing individual retailers is not normally a factor in planning decisions, however, the implications for their impact on the vitality and viability of centres as a whole.

3. Darlington Borough Local Plan

- 3.21 The Local Plan identifies Darlington as a sub-regional shopping centre. The proposals map identifies the boundary of the town centre which follows the line of the Ring Road and includes the subject site.
- 3.22 The Council's objectives are set out (paragraph 7.7) and, inter alia, include:
- i) *"To ensure that the shopping needs of the residents of Darlington and the surrounding area can be met as much as possible from within the town itself, without the requirement to travel regularly to other centres.*
 - ii) *To ensure that the town centre continues to thrive and develop as an attractive and efficient market town and sub-regional shopping centre.*
 - iii) *To ensure that shopping remains the principal economic activity of the town centre, underpinning a full range of complementary activities without being displaced by them.*
 - v) *To ensure that the every day shopping needs of residents can be met conveniently close to their homes from attractive and efficient district and local centres and from small local shops."*
- 3.23 Policy S1 applies to new shopping development and indicates that proposals within the town centre will be permitted provided that they are not of a form which would undermine its vitality and viability. The written justification acknowledges that not all kinds of shopping development will always be acceptable. There may, for instance, be conflict with other policies such as design or traffic considerations or if a development would be at the expense of other town centre interests which it is desirable to retain. The aim of the policy is not to protect existing town centre retail interests, but rather the wide range of uses which contribute to the diversity of the town centre and thus to its vitality and viability.
- 3.24 The Plan identifies two development sites specifically for retail purposes: Abbott's Yard for a new shopping development; and Mechanics, Clark's and Buckton's Yards, which are identified for the establishment of small shops, restaurants and cafes. Four other sites are identified (Proposal EP11) where development may be permitted for offices or other 'town centre' uses including shopping. These include the Commercial Street site and the

Beaumont Street site (i.e. Feethams West), where development would be required to be undertaken in conjunction with the construction of multi-storey car parking.

- 3.25 Policies S10 and S11 address district and local centres. Policy S10 identifies district centres at North Road and Cockerton and local centres at Yarm Road, Neasham Road, Whinfield and Mowden. The policy indicates that their role for food shopping in particular will be safeguarded and that development which would undermine that vitality and viability will not be permitted.
- 3.26 Policy S11 deals with new development in these centres, indicating that proposals for new supermarkets up to 2,500 sq m will be permitted within and immediately adjacent to these centres provided they are physically integrated and have good pedestrian links, and would not have a damaging impact on any of the defined town, district or local centres.
- 3.27 Policy S12 applies to new superstores or supermarkets, indicating that they will only be permitted provided there would be no damaging impact on the vitality and viability of any of the defined centres. Such proposals will also need to demonstrate that they accord with the sequential test, are accessible by a choice of means of transport and would not add significantly to overall travel by private car.
- 3.28 Darlington BC is reviewing the local plan and has produced a Local Development Scheme (LDS). Work on the Action Area Plan (AAP) for Darlington Town Centre is programmed to commence in February 2008 with adoption in about January 2011. The Core Strategy went out to public consultation in October 2005 and sets out the options for the future development of Darlington. The preferred option for the town centre is to safeguard and enhance its vitality and viability to promote its role as a sub-regional centre. The town centre will be specified as the first choice location for, inter alia, retail development which will be positively encouraged and provided for. Assessments of needs for the town centre uses will be carried out but it is acknowledged that not all such growth can be accommodated in the town centre, or other considerations may indicate the town centre is not the most appropriate location in which case criteria will be set for locating such developments elsewhere. This approach is stated to strengthen and extend the policies of the local plan to reflect more up to date national policies.

B OTHER RELEVANT DOCUMENTS

4. Darlington Town Centre Development Strategy

3.29 This strategy was produced jointly by Darlington Borough Council and One North East Regional Development Agency to guide the physical and economic development of Darlington over the next decade. It has been the subject of extensive public consultation with voluntary groups, amenity bodies, property owners, transport operators and national development companies, amongst others.

3.30 It is intended that the Strategy will help implement the One North East Regional Economic Strategy which identifies two particularly relevant priorities for Darlington town centre: "expanding the service sector" and "regenerating town centres". One of the primary reasons for its preparation is to allow the various bodies involved in the development of the town centre to take a proactive approach to attract and encourage the private sector by promoting projects rather than having to wait for the property industry to bring projects forward.

3.31 The Strategy seeks to bring town centre commercial uses within the Ring Road and looks to use identified development sites to increase the town's critical mass, so as to allow Darlington to raise its position in comparison with competing centres and attract more visitors and businesses. The Strategy identifies 13 operational objectives of which three are particularly relevant:

"(v) To strengthen the representation of multiple and specialist retailers (particularly in the fashion and "lifestyle" sectors) and locate them so they support and strengthen existing uses and areas, including independent retailers. Specifically, to provide in new developments shop units larger than those currently available, and large enough to create new critical mass;

(vii) To strengthen connections between the northern and southern parts of the prime retail area and between the prime and secondary areas, particularly Skinnergate.

(viii) To use the land available for development to address gaps in what the centre offers, creating connections with established uses and strengthen pedestrian links between anchor traders."

3.32 The Strategy then goes on to identify a series of key proposals which are explained in individual strategies for retailing, housing and leisure. Two sites identified for retail development, Commercial Street and Abbott's Yard. Feethams West is identified primarily for leisure development, whilst Feethams East is identified as being suitable for either leisure or office based development.

3.33 Within the retail strategy, the Commercial Street site is seen as having the greatest potential for retail expansion and would be developed prior to Abbott's Yard. The scheme would complement and reinforce the northern anchor of the prime shopping area and can include a supermarket as well as non-food stores. Abbott's Yard would be accessed from High Row and would provide for specialist retailers comprising both independent as well as national multiples.

3.34 We comment that since this strategy was devised, two planning consents have been granted for the redevelopment of the predominantly Council owned Commercial Street and Kendrew Street surface car parks. A third application was submitted by the Council's selected development partner in September 2006, following pre-application consultation. The development will include both retail, anchored by a department store, and a range of leisure facilities (including a multi-screen cinema and possibly a bingo hall), and a multi storey car park. The scheme effectively takes up the leisure provision proposed for the Feethams area. There is, however, no foodstore proposed in the Commercial Street scheme and so provision at Feethams could be seen as a replacement for the ability in planning terms to include a food store on that site. There has been no commercial interest expressed Abbott's Yard.

5. Darlington Retail Study 2004

3.35 In 1999 a retail study of Darlington was undertaken. It concluded that the centre appears to be trading well and was retaining its market share in most sectors.

3.36 In 2004 an update of that report was undertaken by Martin Tonks Associates. It includes a health check of the town and district centres and quantitative and qualitative assessment of the need for new retail floorspace. The study's main findings are as follows:

- i. Darlington is a sub-regional centre which continues to serve the town's population well. It attracts trade from Newton Aycliffe/South Durham and from North Yorkshire.*
- ii. The majority of visitors went shopping as part of their visit to the town centre. The centre is however no longer an important food shopping destination and has lost*

trade to large supermarkets located in the district centres and in out of centre positions.

- iii. *The centre retains a strong fashion offer and is noted regionally for the quality of the independent retailers on Grange Road.*
- iv. *There is a healthy record of inward movement of retailers, although current demand is not as high as in the past. This may reflect a limited supply of larger units, however it is anticipated that the proposed development on Commercial Street, to be anchored by a new department store, will attract higher order multiple retailers.*
- v. *The town has lost market share in bulky goods sectors to out of centre retail locations;*
- vi. *Compared nationally, the centre has slipped in its national ranking since 1999 as it has been overtaken by other centres which have benefited from new development;*
- vii. *Property market indicators are reasonably positive, with low vacancy levels and regionally comparable retail rents and commercial yields;*
- viii. *The town centre has a range of established functions including entertainment, administration, education, culture, religion, tourism and as a media centre. Its overall diversity is, however, somewhat limited and there is only a limited office market. Much of the evening economy is situated beyond the inner Ring Road;*
- ix. *Those using the centre are reasonably positive about its environment and the ease of pedestrian circulation and regard the centre as a safe place, both during the daytime and evening hours.*

3.37 The report also included a health check of each of the district and local centres in the town, with the following conclusions which we have summarised:

- i) North Road District Centre – this centre comprises two large retailers (Morrisons and a B&Q supercentre) and 31 small independent retailers, plus a bowling alley and doctor's surgery. The centre appears to operate at two levels, with the larger stores having a wider draw than the smaller units, which fulfil a more local role and gain little benefit from spin-off trade.

- ii) Cockerton District Centre – this is a traditional district centre anchored by a Safeway supermarket (now Somerfield) with a 100 space car park to the rear. It provides a pleasant shopping environment serving a top up convenience and service role and whilst in need of investment, it is still reasonably healthy but very dependent upon the anchor supermarket.
- iii) Whinfield Local Centre – this centre comprises little more than an Asda superstore and associated petrol filling station, the only other units comprising a public house, newsagent, hair salon, doctor's surgery and pharmacy.
- iv) Yarm Road Local Centre – this centre comprises a purpose built 1960s parade of six units, a vacant petrol filling station and an Aldi / Iceland development. It is, at present, fully occupied and both parts appear to be meeting only local needs, although there appears to be little linked trips between the two due to the intervening vacant site.
- v) Neasham Road Local Centre – this centre presently consists of a single large Matalan clothing store, which occupied a former Morrisons supermarket in 2002. Whilst there are local services and shops of a mixed convenience and specialist comparison nature nearby, these fall outside of the defined centre. Matalan operates as a standalone retail warehouse and is consequently a local centre in name only; planning permission has been granted for an additional four retail units (two convenience, two comparison) on the surplus car park area which may change the nature of its function.
- vi) Mowden Local Centre – This is a genuine local centre comprising a purpose built 1960s parade in a good physical condition which appears to be trading well. It serves an immediately local residential area providing a mix of convenience and durable goods in eight retail units. The facilities available include a public house, small supermarket, post office, bakery, launderette, carpet shop, hair salon and takeaway outlets, served by ample car parking

3.38 We comment that there have been a number of changes in these centres since the report was completed. We take these changes, which are set out in the schedule at Appendix 3, into account in subsequent sections of this report.

3.39 The Martin Tonks Study also undertook a detailed quantitative assessment of the need for both additional convenience and comparison goods shopping floorspace.

3.40 The Report found that Darlington's market share in convenience expenditure had decreased (from 60% to 57%) since 1999 due to new developments outside of the Borough reducing the amount of inflow, although there was very little leakage from the Borough itself. The study identified notional quantitative convenience goods capacity in 2003 of some £24.5m, dropping to £21.4m in 2006 as vacant floorspace was taken up, but thereafter rising to £30.6m in 2011 and £39.8m in 2016. The report notes that this capacity will be reduced by an unspecified amount due to the opening of the Tesco store in Newton Aycliffe after the household survey had been conducted.

3.41 Looking at the performance of individual stores, the study revealed a disparity in performance levels. The two Morrisons stores (located within North Road District Centre and out of centre at Morton Park) were trading well, whilst the edge of centre Victoria Road Safeway (now Sainsbury) and the Asda store at Whinfield District Centre were trading below company averages. The remaining town centre stores also appeared to be trading below company averages. The table below sets out the findings of the survey, showing both the average turnover of the stores and their actual performance based upon the household survey.

Table 1 Performance of Main Foodstores 2003

Store		Average Turnover (£m)	Actual Turnover (£m)	Degree of Overtrading (%)
Morrison	Morton Park	30.1	59.3	+97
Morrison	North Road	31.4	46.8	+49
Safeway	Victoria Road	21.2	19.3	-9
Asda	Whinfield	26.3	15.8	-40
Aldi	Yarm Road	3.4	4.9	+44
Safeway	Cockerton	4.5	6.8	+51
Netto	Haughton Road	4.3	2.7	-37
Iceland	Yarm Road	3.4	0.8	-80

3.42 The Study assessed the comparison goods market on a sector basis, concluding that Darlington is trading well in those sectors traditionally still associated with a town centre (i.e. fashion, books, CDs, toys and chemist goods). DIY trading was now taking place mainly out of centre and there is a declining town centre market share in the electrical, furniture and carpet sectors.

3.43 The need assessment identified a notional capacity for comparison goods of £58m in 2003. The survey revealed that stores in the town centre are trading particularly well, whilst out of centre facilities are not trading so well. Assuming a static market share and allowing for

commitments (predominantly the Commercial Street proposal) quantitative need in 2006 falls to £23m before rising again to £68m by 2011 and £86m by 2016. The report concludes that this surplus would be manifested through over-trading of existing stores, predominantly those in the town centre, which would be a positive position as it would be likely to attract new investment.

3.44 Assuming average sales densities, the report concludes that these expenditure surpluses would support around 6,000 sq m net of additional comparison floorspace in 2006 and 16,500 sq m net in 2011.

3.45 Since the Darlington Retail Report was completed there have been a number of changes to retail provision in Darlington which affect the quantitative need for additional floorspace. These changes, identified in conjunction with Darlington Borough Council, are set out in Appendix 3 and are taken into account in the revised quantitative analysis in Section 4.

4.0 QUANTITATIVE ANALYSIS

- 4.1 The quantitative assessment at **Appendix 4** comprises a reworking of the assessment contained in the Darlington Retail Report 2004 taking into account subsequent changes to forecasts of economic growth and to the extent of retail provision in Darlington as identified in Appendix 3.
- 4.2 Table 1 sets out the resident population within the study area as utilised in the previous report which is used to define the catchment area of Darlington. The population figures utilised in the previous report have been carried forward without amendment.
- 4.3 Table 2 comprises the expenditure per capita on convenience goods updated to take into account subsequent information published by MapInfo. It is based upon the 2000 expenditure per capita figure contained in the previous report which has been converted to a 2003 price base and thereafter projected forward utilising the Oxford Economic Forecast of Expenditure Growth contained in MapInfo Information Brief 05/02. These forecasts of economic growth are +0.8% per annum in the period 2000-2004, increasing to +0.9% per annum in the period 2004-2016. As such they are slightly lower than those utilised in the previous report (+1.1% up to 2006, and +1.2% per annum 2003-2016) reflecting the current view of future potential for expenditure growth.
- 4.4 Table 3 sets out the total generated convenience expenditure in the study area in the period 2003-2016. It is generated by multiplying the catchment population in Table 1 by the per capita expenditure in Table 2. In the period 2006-2016 there is a growth of £36.91m convenience expenditure. This figure is not directly comparable with those in the previous report because it is in a different price base.
- 4.5 Table 4 sets out the per capita expenditure on comparison goods within the catchment area. It has been calculated adopting the same approach as convenience goods. The 2000 per capita expenditure is projected forward utilising the most recent MapInfo OEF forecasts of +3.8% up to 2004, and +4/3% per annum in the period 2004-2016. These figures are higher than utilised in the Darlington Retail Report (+3.6% per annum) again reflecting the most up-to-date view of expenditure growth on comparison goods.
- 4.6 Table 5 sets down the total generated comparison expenditure in the study area which again is generated by multiplying Population (Table 1) and Expenditure per Capita (on this occasion Table 4). In the period 2006 – 2016 there is a growth in comparison expenditure of £296.48m.

4.7 Table 6 sets down the average turnover of convenience goods floor space in 2006 to allow an assessment to be made of the capacity of existing floor space to absorb existing levels of expenditure. It is based upon the floor space identified in the Darlington Retail Report 2004, but updated to take into account subsequent changes as advised by Darlington Borough Council. The turnover potential of the major stores is based upon the figures contained in UK Retail Rankings 2005 for the trading year 2003, adjusted where appropriate to exclude petrol sales and include VAT. The turnover potential of the "other" convenience floor space in the town centres is based upon the sales density identified in the Darlington Retail Study 2004, projected forward assuming growth in floor space efficiencies of +1.0% per annum. Table 6 identifies that existing convenience floor space has a turnover potential of £184.77m based upon national average levels of performance.

4.8 Table 7 utilises the findings of the Household Shoppers Survey undertaken in the preparation of the Darlington Retail Report 2004 and applies that to the total generated expenditure, to find that available to support floor space within Darlington, taking into account inflows from beyond the study area. That survey revealed that Darlington outlets as attracts 56.9% of the total generated expenditure in the catchment area. This figure has been adjusted for 2006 to take into account the subsequent opening of a new Tesco Superstore in Newton Aycliffe. It has been assumed that this store retains 50% of the expenditure which was previously drawn to Darlington from that particular zone. This assumption is in accordance with the figures identified in the Darlington Retail Report 2004 (paragraph 6.21) suggesting that it would be between 25% and 50%. Again it has been assumed that convenience floor space will improve its floor space efficiency at a rate of +1.0% per annum in the period up to 2016. This analysis identifies a quantitative capacity of £10.63m in 2006, increasing very slightly to £10.76m by 2011 and £11.35m by 2016.

Comparison Goods Expenditure

4.9 Table 8 sets down the floor space of the existing comparison goods facilities taking into account changes in floor space provision after the completion of the Household Survey in 2003, as shown in Appendix 3 which includes the enlarged Commercial Street development. The sales densities are based upon those adopted in the 2004 report but rolled forward to 2006 to include an allowance for improving floor space efficiencies at +2.5% per annum. The table identifies the turnover of existing and committed floor space drawn from the study area in 2006 as being £390.19m.

4.10 Table 9 assesses the capacity for new comparison retail floor space in Darlington assuming the existing market share is maintained. In 2006 there is available expenditure of some

£373.28m however the potential turnover of existing and committed floor space is £390.19m. There is consequently an over provision of floor space to meet current levels of expenditure. However as the commitments include the significant floor space proposed on the Commercial Street site which is not yet constructed, this over provision is theoretical and only relates to the consideration of any further proposals for new floor space.

- 4.11 By 2011 the available expenditure has increased to £462.23m whereas the anticipated turnover of existing floor space, having made an allowance for improvements in floor space efficiencies (at +2.5% per annum) is £441.4m, generating a quantitative need of £20.77m, which by 2016 increases to £73.93m.
- 4.12 We comment that these figures assume that Darlington will continue to attract the same proportion of expenditure from the catchment area, however we consider it would not be unreasonable to make an allowance for an improvement in this market share to 70% following the completion of the Commercial Street scheme, reflecting the improvement in retail provision. We do not however anticipate any significant scope for improvements in market share beyond this level. We also comment that the quantitative need does not make any allowance for the take up of any existing vacant floor space however we would expect a healthy town centre will have a stock of vacant properties which will allow retailers to enter the town or for existing retailers to move to new premises.
- 4.13 Table 10 comprises an assessment of the turnover potential of the proposed Tesco Extra in 2011. It is based upon an average floorspace density generated by Martin Tonks at the same time as the Darlington Retail Report 2004 based upon returns in the Retail Ranking 2003. These are adjusted to take into account petrol sales and VAT, and the lower sales density of the non food floorspace. As a result the food trading area exhibits a slightly higher sales density than the average contained with the Retail Rankings Report.
- 4.14 Adopting the Martin Tonks' figure, and projecting this forward to 2011 assuming a growth in floorspace efficiency of +1% per annum, the table estimates the likely turnover of the proposed floorspace as being £63.60m of which just under 75% would be convenience goods sales, equating to £46.99m convenience goods and £16.61m comparison goods drawn from the study area.
- 4.15 Tables 7 and 9 indicate that there is sufficient capacity to support the comparison floorspace at 2011, but insufficient to support the convenience turnover. The identified quantitative need for convenience floorspace will only support about 23% of the potential turnover, assuming the store achieves national company average trading levels.

4.16 The proposed store will provide a main food shopping destination, with the majority of visits being undertaken by car for the "weekly" shop. Whilst there will be some top up shopping, particularly given its location, this is likely to be a secondary function. Consequently the store is likely to impact primarily on other stores fulfilling the same role, mainly the two Morrisons, the Sainsbury's and the Asda. The household survey revealed that these trade at different rates, the two Morrisons stores considerably over trading, the Sainsbury's (albeit occupied at the time by Safeway) trading at just below national average levels, with the Asda trading somewhat below. We consider that the introduction of Sainsbury's will have reinforced the trading strength of the Victoria Road store, but that this general picture will remain.

5.0 POTENTIAL IMPACT OF THE FEETHAMS DEVELOPMENT

- 5.1 Darlington is a vital and viable town centre with, in the medium term, significant potential to accommodate further comparison goods floorspace. It is a centre identified to accommodate new growth in relevant planning policies and is about to benefit from new investment, which will reinforce its function, particularly comparison shopping, and which can be supported by its existing catchment population.
- 5.2 The town centre no longer provides any main food shopping facilities, the Iceland store being too small to meet most people's weekly requirements, and so this activity is primarily being undertaken at existing large out and edge of centre stores, or in similar stores defined as district or local centres. A main food shopping function would be appropriate in a sub regional centre such as Darlington, providing a qualitative improvement to its existing function.
- 5.3 The Feethams site is within the town centre, but outside of what can currently be considered to be the Primary Shopping Area. It is however well connected into the main retail area via Market Place and in our view forms a natural extension of the Primary Shopping Area and can correctly be regarded as falling within the existing town centre. It is however essential to ensure that the store entrance is situated off Market Place to ensure that the store does not become a one stop shopping destination which does not interact with the rest of the town centre.
- 5.4 PPS6 emphasises that local authorities are to plan positively for the growth of their town centres. It also indicates a retail impact assessment may be necessary for significant development in a town centre which does not accord with the strategy of an up to date development plan. We consider that the proposal falls within the broad planning strategy to direct new retail development to appropriate town centres, but that as in PPS6 terms the site would comprise an extension to the existing Primary Shopping Area, any application should be accompanied by a detailed retail assessment based upon an up to date survey of shopping patterns.
- 5.5 The most recent retail capacity assessment identified a need for an additional supermarket in Darlington by 2011, assuming existing market penetration rates are maintained. The proposed store would generate a higher turnover than the level of need identified and so is likely to divert trade from other existing foods stores, primarily those undertaking a main food shopping role.

- 5.6 Whilst some of these are allocated as falling within district and local centres (i.e. Asda, Whinfield and Morrisons North Road), these stores primarily act as stand alone shopping destinations providing for car borne shoppers. The proposed store is likely to divert trade from all of the existing main food shopping destinations.
- 5.7 The two Morrisons stores are the most popular outlets at present, both primarily serving a mobile car borne customer base. We anticipate these outlets will experience the highest levels of trade diversion, as the Tesco Extra will compete most directly with them. As both are trading at levels significantly in advance of national average levels (by between +49% and +97%) we consider they are both capable of withstanding the additional competition.
- 5.8 The retail study indicated that it is the edge of centre Sainsbury's in Victoria Road and the local centre Asda at Whinfield which are likely to be the most vulnerable. As the Sainsbury's store is in a less sequentially preferable location being edge of centre, we do not consider it is a store which is protected by national policy. If it does close it could potentially be reoccupied by another food retailer, or perhaps more realistically by comparison goods traders. In the latter instance, such provision would help reinforce the centre further by ensuring that any unmet comparison goods need is met in an edge, rather than out of centre, location.
- 5.9 Whilst the Asda does benefit from policy protection, being allocated as a local centre, we consider this store is unlikely to close due to the Tesco proposals, as it is a smaller store serving a more local function which has already largely lost any footloose trade to the two nearby Morrison stores.
- 5.10 The Tesco store will also offer a significant range of comparison goods spread across a number of product ranges. The 2004 retail study identified a significant quantitative need for additional comparison goods floorspace over and above that to be taken up by the Commercial Street scheme and we consider any impact of the Tesco store will be spread across the town centre, and indeed across some traders in out of town locations. Accordingly we do not anticipate any harmful impact on the continued trading health of the town centre.
- 5.11 Current shopping patterns are focused towards the northern end of the shopping centre and the Commercial Street development will enhance this focus. There is already concern at the level of trading at the market and the further focus of retailing at the northern end is unlikely to offer significant benefits to the future of the market.

- 5.12 The proposed development at Feethams, subject to ensuring it is designed so as to encourage linked shopping trips, would introduce significant pedestrian flows across Market Place to the main comparison shopping facilities. These flows are likely to help underpin the continued vitality of the market and the southern end of the town centre. Where there is direct competition the niche position of the market will help it compete and where it cannot, it is by its nature a flexible market place which can change its product range to ensure its continued survival.
- 5.13 In the period up to 2011, there will be sufficient quantitative need for comparison goods to support the new shopping floor space assuming the town continues to draw the same proportion of expenditure from its catchment area. It is not unrealistic to consider that the Commercial Street development, in conjunction with the Tesco proposals, would be sufficient to increase the proportion of expenditure drawn from the catchment area, thereby increasing that extent of retail need. Consequently we consider that the assessment set out in Appendix 4 presents a 'worst case' scenario and that the quantitative need for comparison goods floor space could actually be greater.
- 5.14 In conclusion, therefore, we find that on balance the redevelopment of the Feethams site for a hypermarket providing both convenience and comparison goods would bring qualitative benefits to the centre as a whole in the long term, helping to balance the retail attraction of the northern and southern ends of the main shopping axis and giving the market a more central location within the shopping circulation route. There is sufficient quantitative need to support the comparison goods floorspace but insufficient to support the convenience goods. That space will therefore impact on other stores primarily the two Morrisons which are overtrading according to the household survey. There will, however, be impact on the Asda and Sainsbury's but we do not consider this will be so significant to force the Asda to close. The Sainsbury's store is not protected by retail policy.
- 5.15 We emphasize, however, the importance of ensuring that the design of the new store encourages its integration into the town centre to minimise its potential for becoming a one stop shopping destination. The achievement of this objective will be dependent on siting the store entrance where it is conveniently accessible to, and from, existing town centre shopping, the careful design of pedestrian linkages thereto and the establishment of a car parking regime which ensures the car park acts as part of the wider provision serving the town.

Appendix One

The site is within the City of Darwin's Urban Growth Boundary. The site is within the Darwin Urban Growth Boundary. The site is within the Darwin Urban Growth Boundary.

RESIDENTIAL	
No. of UNITS	133
Parking Spaces	217

FORMAT 80	
Standard Spaces	726
Parent & Child	29
Sub - Total	755
Disabled	33
TOTAL	788
Trolley Bays	11
6 Island PFS	3
RATIO 1:13.5	

OFFICES	
Gross Area	91 110sq ft
Parking Spaces	160

Site 20/01/2005 Council Office Meeting Report
 Site 20/01/2005 Council Office Meeting Report
 Site 20/01/2005 Council Office Meeting Report
 Site 20/01/2005 Council Office Meeting Report
 Site 20/01/2005 Council Office Meeting Report

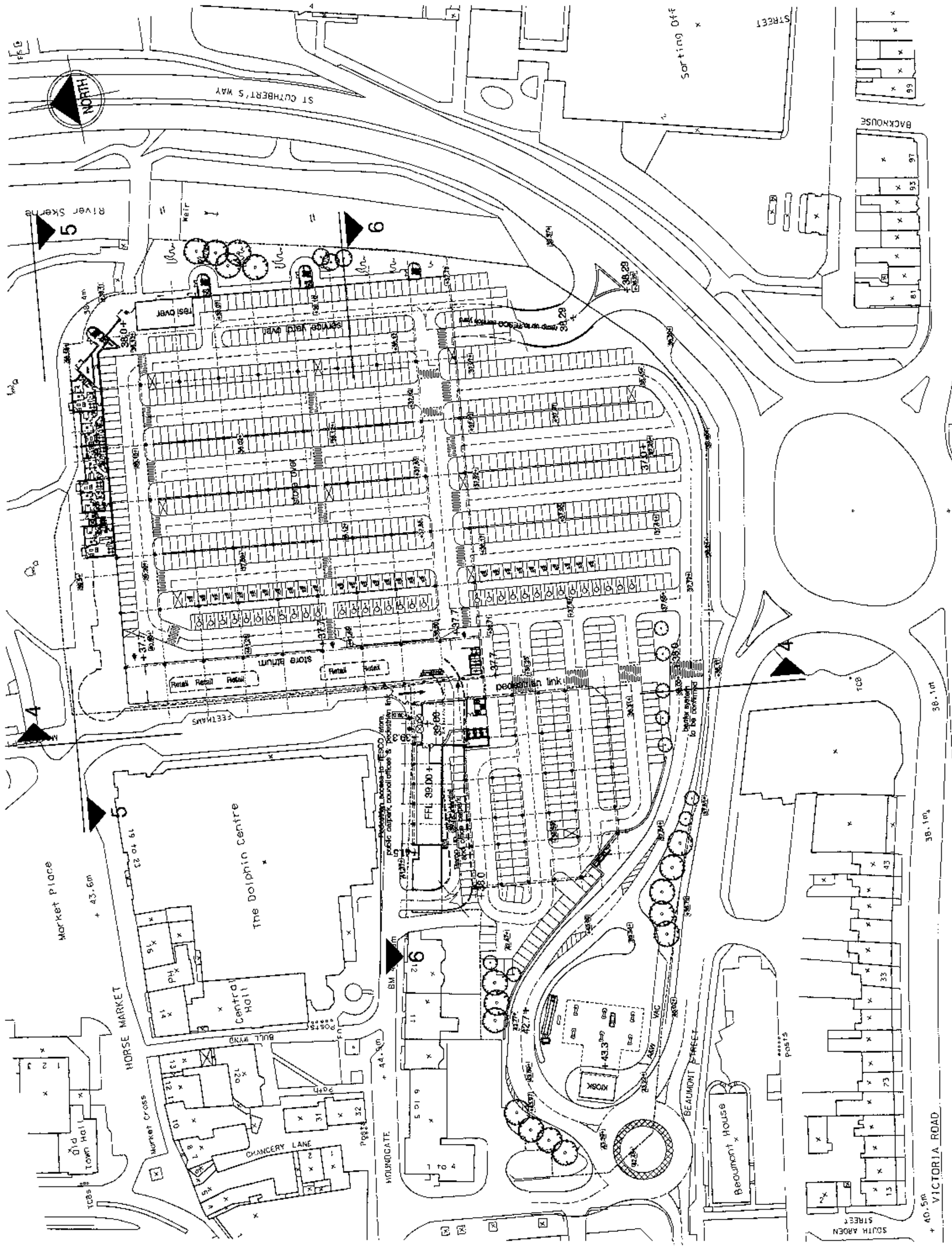
TESCO

DARLINGTON

Residential Ground Floor
 Level 39.30 Car Park Level

Site No. 4126
 Drawing No. 30
 Date JUNE 2005
 Scale 1:500

SMITH & SMALLEY ARCHITECTS LTD
 CRAVEN LODGE
 VICTORIA AVENUE
 HARRISBOROUGH
 TAS 7170
 TEL 01423 531100
 FAX 01423 531149



Do not scale the drawing
 Architects to be notified of discrepancies & layout
 dimensions and scale differences from the
 drawings and site information. The
 drawings are to be used as a guide only.
 No liability is accepted for any errors or
 omissions in the drawings or for any
 other information given in the drawings or by
 other information given.

RESIDENTIAL	
No. of UNITS	133
Parking Spaces	217

FORMAT 80	
Standard Spaces	726
Parent & Child	28
Sub - Total	755
Disabled	33
TOTAL	788
Trolley Bays	11
6 Island PFS	3
RATIO 1:13.5	

OFFICES	
Gross Area	81 110sq ft
Parking Spaces	160

Level 42.00 Store Level
 Residential First Floor
 Council Offices First Floor

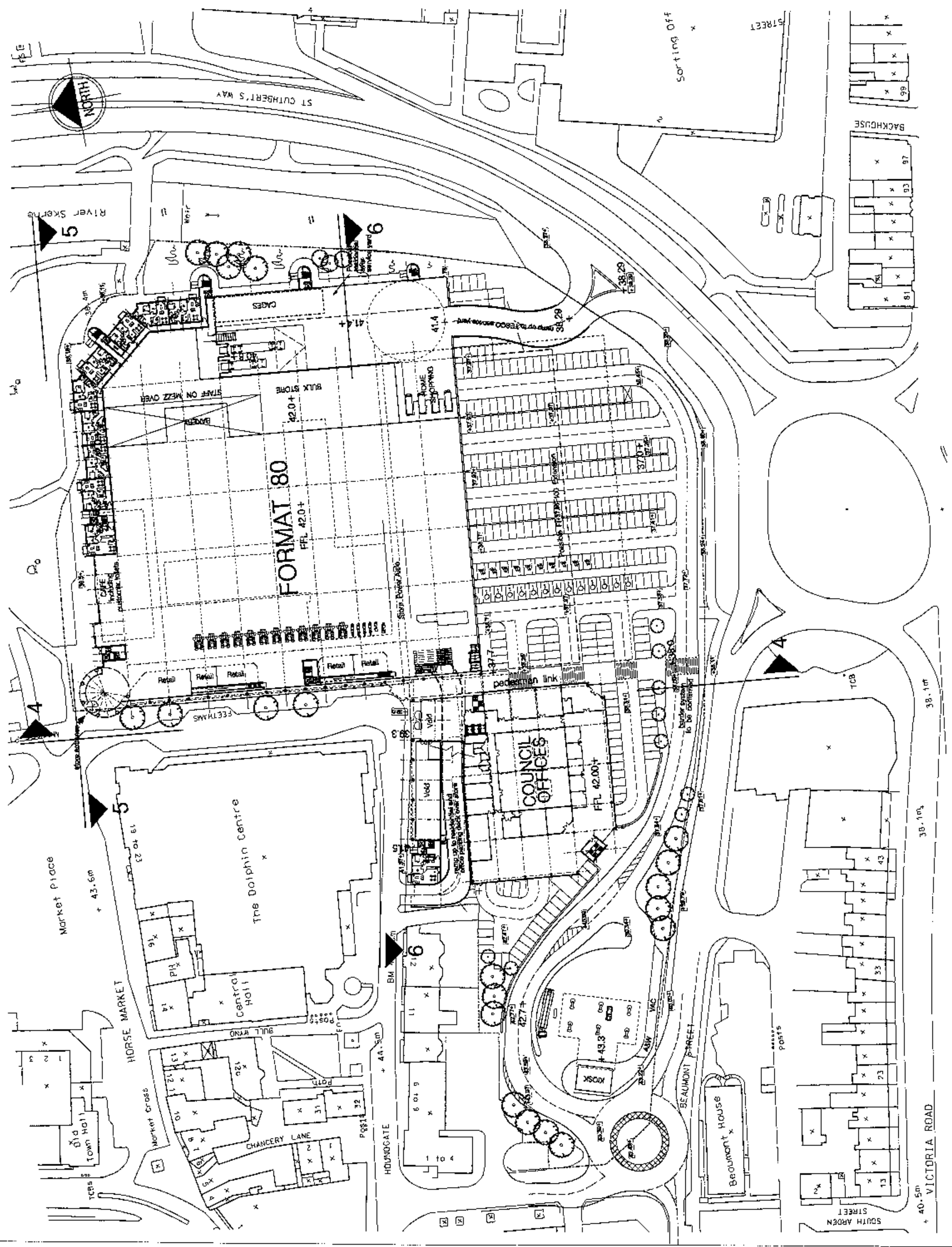
TESCO

DARLINGTON

Level 42.00 Store Level
 Residential First Floor
 Council Offices First Floor

Job No. 4126
 Date 31 E
 Scale 1:500
 Date JUN 2005

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Appendix Two

**DARLINGTON REPORT
APPENDIX 2**

TESCO STORES LIMITED: UK STORE PORTFOLIO

Tesco operates four different store formats in the UK, with the majority of outlets comprising grocery superstores. These formats are as follows:

- Extra - The largest format store, the first of which opened in Pitsea in 1997. This hypermarket format carries the most comprehensive range of both food and non-food products, typically of some 6,150 sq m located in edge of or out of centre locations.
- Superstore – The conventional large supermarket format offering a wide range of food products together with a more limited range of non-food products. Store sizes range from around 2,500 to 4,275 sq m net and are typically found in edge or out of centre locations.
- Metro – This format is designed for busy high street and city centre locations, usually around 1,000 sq m net predominantly serving the top up shopping needs of local residents or employees. Some stores are new purchases, identified to accommodate the format, whereas others are conversions of older established town centre supermarkets.
- Express – A convenience store designed to infill between larger store sizes to catch a greater proportion of grocery expenditure. Typically sized at around 200 sq m net so as to avoid Sunday Trading Restrictions, the format provides for day to day shopping needs (ie top up shopping) to allow replenishment between major food shops.

The Company's focus has shifted over the past five years, with the Company concentrating on the development of 'Extras', and increasing its presence in convenience store retailing through the acquisition of a number of convenience store chains and their conversion to the 'Express' format.

Table 1 – Tesco Plc UK Outlet Numbers by Format Type 2001-2005

Format	2001	2002	2003	2004	2005
Extra	24	41	62	83	100
Superstores	448	444	441	446	458
Metro	175	168	168	161	167
Express	45	75	109	277	525
Total	692	728	778	967	1,250
T&S	-	-	1202	910	n/a
Total inc T&S	692	728	1981	1877	n/a

Note: 2005 are provisional figures at this stage.

T & S are a convenience store chain purchased in 2003.

Source: Mintel Non-Food in Grocery Multiple Retailing – April 2005

Home Shopping

Tesco.com is one of the leading UK internet shopping sites achieving sales of £719 million in 2004/05. Online orders are 'picked' from the Company's stores with the service being offered through 270 stores to cover 96% of the UK population. Note : one on-line warehouse is operational in South London which if successful maybe rolled out further but probably only to serve large metropolitan areas.

In addition to a comprehensive food range, the website offers a wide range of non-food products and other services, although clothing and house wares are only available through the stores. Electrical items are one of the most significant online categories with Tesco being able to offer a bigger range of appliances through the website than through the stores. Online the range includes a greater choice of products like gas and electric heaters, musical instruments and garden tools for example.

Source: Mintel Non-Food in Grocery Multiples– April 2005

Appendix Three

DARLINGTON : Main changes in shopping provision and commitments since Darlington Retail Study assessment (ie post-summer 2003) (All floorspace gross sq m except where otherwise stated)

A. Convenience Shopping

Town centre

- **Wilkinsons** – Part converted to convenience sales (500 sq m net).

Edge of Town Centre

- Safeway is now **Sainsbury's**.

District & Local Centres

Cockerton DC

- Safeway is now **Somerfield**.
- Vacant unit (former Kwiksave) now occupied by **Food Co** supermarket (490 sq m).
- **West Auckland Road** : planning permission for mixed used development inc. convenience store (356 sq m).

Yarm Road LC

- **Lidl** (1,606 sq m gross, 1,286 sq m net) has now opened.
Planning permission for extension to **Aldi** (additional 356 sq m).

Neasham Road LC

- Planning permission and opening of unit for **Netto** (946 sq m).
- Planning permission and opening for unit for **Farmfoods** (446 sq m).

Out of Centre

- **West Park**: Planning permission for community facilities including Co-Op convenience store (420 sq m), pharmacy (85 sq m) and three shop units (140 sq m each).
- **Central Park**: Major mixed use development including community retail facilities of c. 1,500 sq m (includes bars and cafes).

Outside Borough

- **Newton Aycliffe Tesco**: opened (see DRS paras 2.18, 4.7, 4.25, 6.21 and 6.24) (6,317 sq m).

B. Comparison Shopping

Town Centre

- **Commercial Street: St Martin's** : amendments to approved planning permission, including to increase of retail floorspace to c. 22,350 sq m (18497 sq m net) – a net increase of 8040 sq m net.
- **T K Maxx** (2,879 sq m) has opened in Crown Street.
- High Row : vacant unit (ex Dressers) now occupied by **Waterstones** (1,216 sq m).
- **Primark** – unit to be vacated following relocation to Littlewoods unit.

Edge of Centre

- Planning permission for extension to **Sainsbury's** for use for comparison retailing (additional 648 sq m).

District & Local Centres

Neasham Road LC

- Construction of new unit presently vacant (403 sq m).

Out of Centre

- Planning permission and opening of extension to **Homecare Heating** (additional 340 sq m).
- **Halfords** – insertion of mezzanine (420 sq m gross, 400 sq m net).

Appendix 4



DARLINGTON

REASSESSMENT OF RETAIL CAPACITY IDENTIFIED IN 'DARLINGTON RETAIL STUDY 2004'

Table 1

Resident Population by Zone in Study Area

Sub Zone	Area	2000	2003	2006	2011	2016
1	Darlington SW	19,250	19,242	19,254	19,196	19,158
2	Darlington SE	24,721	24,711	24,726	24,652	24,602
3	Darlington NE	21,014	21,005	21,018	20,955	20,913
4	Darlington NW	21,618	21,609	21,622	21,557	21,514
5	Rural Darlington	14,859	14,853	14,862	14,817	14,788
Sub Total	Greater Darlington	101,461	101,420	101,481	101,178	100,975
6	Newton Aycliffe/Shildon	56,477	56,252	56,191	56,339	56,809
7	N Yorks/SW Durham	67,609	68,295	68,797	69,603	70,453
Total	Total (Study Area)	225,546	225,967	226,468	227,120	228,238

- Notes: 1. This table adopted from Darlington Retail Study 2004.
 2. Population based on MapInfo extraction from 1991 and 2001 Census.
 3. Population projections based on Tees valley JSU projections for Darlington; Durham County Council projections for Sedgefield (for Newton Aycliffe area) and Teesdale part sub zone 7; and; ONS 1998 Mid Year Population projections for Hambleton and Richmonshire Districts.

Table 2

Expenditure per capita on Convenience Goods (£)

Zone	2000	2003	2006	2011	2016
Greater Darlington	1,525	1,562	1,602	1,676	1,753
Newton Aycliffe / Shildon	1,486	1,522	1,562	1,633	1,708
N Yorks / SW Durham	1,515	1,552	1,592	1,665	1,742

- Notes: 1. 2000 Expenditure Estimates (2000 prices) adopted from Darlington retail Study 2004 and converted to a 2003 price base using MapInfo 1B 05/02 Table 1.
 2. 2000 – 2016 projections based upon OEF forecasts of expenditure growth previously +1.1% → 2006 and +1.2% p.a. 03-16. MapInfo 1B 05/02 Table 2 (+0.8% pa. 2000-2004; and +0.9% pa 2004-2016).
 3. Special forms of trading excluded at 1% as outlined in MapInfo Explanatory Volume 2003.
 4. All prices 2003.

Table 3**Total Generated Convenience Expenditure 2003 – 2016 (£m)**

Zone	2003	2006	2011	2016	GROWTH		
					03-06	03-11	03-16
Greater Darlington	158.42	162.57	169.57	177.01	4.15	11.15	18.59
Newton/Aycliffe/Shildon	85.62	87.77	92	97.03	2.15	6.38	11.41
N Yorks/SW Durham	105.99	109.52	115.89	122.73	3.53	9.9	16.74
Study Area	350.03	359.86	377.46	396.77	9.83	27.43	46.74

Notes: 1. Source – Tables 1 and 2

Table 4**Expenditure per Capita on Comparison Goods (£)**

Zone	2000	2003	2006	2011	2016
Greater Darlington	1,916	2,143	2,419	2,986	3,686
Newton Aycliffe / Shildon	1,758	1,966	2,220	2,741	3,383
N Yorks / SW Durham	2,104	2,353	2,657	3,279	4,047

- Notes:
- 2000 Expenditure Estimates (2000 prices) adopted from Darlington Retail Study 2004 and converted to a 2003 price based upon MapInfo 1B 05/02 Table 1.
 - 2000 – 2016 Expenditure projections based on OEF forecasts of expenditure growth MapInfo 1B 05/02 Table 2 (+3.8% pa. 2000-2004; and +4.3% pa 2004-2016).
 - Special forms of trading excluded at 7% as outlined in MapInfo 2003 Expenditure Explanatory Volume.

Table 5

Total Generated Comparison Expenditure 2003 – 2016 (£m)

Zone	2003	2006	2011	2016	GROWTH		
					03-06	03-11	03-16
Greater Darlington	217.34	245.48	302.12	372.19	28.14	84.78	154.85
Newton/Aycliffe/Shildon	110.59	124.74	154.43	192.18	14.15	43.84	81.59
N Yorks/SW Durham	160.7	182.79	228.23	285.12	22.09	67.53	124.42
Study Area	488.63	553.01	684.78	849.49	64.38	196.15	360.86

Notes: 1. Source – Tables 1 and 4.

Table 6

TURNOVER OF CONVENIENCE GOODS FLOORSPACE 2006

	Gross Floorspace (sq m)	Net Floorspace (sq m)	Net Convenience (sq m)	Sales t/o Density (£/sq m)	Total Turnover (£m)	Inflow (%)	Turnover from Study Area (£m)
Asda Whinfield ²	5,141	2,855	1,856	14,572	27.05	5	25.70
Morrison Morton Park ²	7,897	3,962	2,773	11,166	30.96	10	27.86
Morrison North Road ²	7,350	3,864	2,898	11,166	32.36	5	30.74
Sainsbury's Victoria Road ¹	6,775	3,673	2,439	10,144	24.74	5	23.50
Aldi Yarm Road ²	1,476	959	815	5,508	4.49	5	4.27
Lidl Yarm Road ¹	1,606	1,286	1,093	4,461	4.88	5	4.64
Iceland Yarm Road ²	830	706	706	4,998	3.53	5	3.35
Somerfield Cockerton ¹	740	553	513	5,162	2.65	0	2.65
Netto Neasham Road ²	946	615	523	7,203	3.77	0	3.77
Farm Foods Neasham Road ¹	446	290	290	3,348	0.97	0	0.97
Netto Haughton Road	1,114	724	615	7,203	4.43	0	4.43
Unknown West Auckland Road	356	231	231	2,570	0.59	0	0.59
Co-Op West Park ¹	420	273	273	5,188	1.42	0	1.42
Darlington Town ⁴ Centre	6,318	4,282	4,282	6,099	26.12	5	24.81
North Road District ⁴ Centre	160	104	104	2,183	0.23	0	0.23
Cockerton District ⁴ Centre	1,175	764	764	2,183	1.67	0	1.67
Mowden Local Centre ⁴	480	312	312	5,440	1.70	0	1.70
Whinfield Local ⁴ Centre	180	117	117	2,183	0.26	0	0.26
Yarm Road Local ⁴ Centre	90	59	59	2,183	0.13	0	0.13
Elsewhere in Darlington ⁴	12,341	8,022	8,022	2,728	21.88	0	21.88
							184.77

Notes:

- 1 Retail Rankings 2005 adjusted to exclude petrol sales (-10%) and includes VAT (+7-9%) and projected forward 2003 – 2006 at +1% p.a.
- 2 Sales density of Darlington Retail Report rolled forward at +1% p.a.
- 3 Floorspace based upon Darlington Retail study updated to reflect subsequent changes as advised by Darlington Borough Council.
- 4 Based upon sales density identified in Darlington Retail Study 2004 projected forward to 2006 assuming growth in floorspace efficiencies of +1% p.a. Darlington includes food sales from Wilkinsons at 500 sq m gross and net.

Table 7

DARLINGTON MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE

	2003 (£m)	2006 (£m)	2011 (£m)	2016 (£m)
Total Generated Expenditure ¹	350.03	359.86	377.46	396.77
Market Share Identified by Survey ²	56.9%	54.3%	54.3%	54.3%
Total Available Expenditure	199.17	195.40	204.96	215.45
Turnover Existing & Committed Floorspace ³	-	184.77	194.20	204.10
Quantitative Capacity	-	10.63	10.76	11.35

Notes:

- 1 Source: Table 3.
- 2 Source: Darlington Retail Report 2004 adjusted for 2006 and beyond to Tesco Newton Aycliffe retains 50% of expenditure drawn from Zone 6.
- 3 Allow for growth in sales productivity of existing floorspace at +1% p.a.

Table 8

TURNOVER OF COMPARISON GOODS FLOORSPACE 2006

	Gross Floorpace (sq m)	Net (1) Floorpace (sq m)	Sales (2) Density (£ / sq m)	Average Turnover (£m)	% Inflow Expenditure (%)	Turnover Excluding Inflows (£m)
Darlington Town Centre ³	109,612	71,248	3,738	266.33	10	239.70
North Road District Centre	5,826	4,569	2,222	10.15	5	9.64
Cockerton District Centre	1,291	839	2,020	1.70	0	1.70
Yarm Road District Centre	775	504	1,515	1.15	0	1.15
Neasham Road Local Centre	4,584	2,980	3,563	10.62	5	10.09
Mowden Local Centre	287	187	2,020	0.38	0	0.38
Retail Warehousing ⁴	44,467	37,8929	2,099	79.61	5	75.3
Supermarket Comparison	7,152	4,649	5,884	27.35	5	25.98
Elsewhere in Darlington ⁴	19,740	12,831	2,020	25.93	0	25.92
TOTAL						390.19

- 1 Net floorspace based upon 65% of gross floorspace except retail warehousing (85% gross).
- 2 Sales densities based upon 2003 figures in Darlington Retail report 2004 projected forward to include improving floorspace efficiencies at + 2.5% p.a..
- 3 Assumes Commercial Street development as a commitment providing a net increase in floorspace of 18,497 sq m net.
- 4 Includes Halfords mezzanine at 400 sq m net (420 sq m gross).
- 5 Includes West Park at 505 sq m gfa, Central Park at 500 sq m gfa, and Homecare Heating at 340 sq m gfa.

Table 9

CAPACITY FOR NEW COMPARISON RETAIL FLOORSPACE IN DARLINGTON 2006 – 2013

	2003 (£m)	2006 (£m)	2011 (£m)	2016 (£m)
Total Generated Expenditure ¹	488.63	553.01	684.78	849.49
Darlington Market Share (%) ²	67.5	67.5	67.5	67.5
Available Expenditure	329.83	373.28	462.23	573.41
Expected Darlington Turnover ³	-	390.19	441.46	499.48
Quantitative Capacity	-	- 16.91	+ 20.77	+ 73.93

Notes:

- 1 Total generated expenditure from Table 5.
- 2 Darlington Market Share derived from 2003 Household Survey
- 3 See Table 8

Table 10

POTENTIAL TURNOVER OF TESCO

	Net Floorspace 1 (sq m)	Sales Density 2	Turnover	Turnover from outside Study Area 3	Turnover from study Area (£m)
Food	3,250	18,713	52.21	10%	46.99
Non Food	2,790	5,680	18.46	10%	16.61
Combined	6,040	11,701	70.67		63.60

Notes:

1. CCRE assumption.
2. Source: Martin Tonks based upon Retail Rankings 2003 adjusted to take into account petrol sales (-10% of reported figure) ; and VAT (+9% of Retail Ranking estimate excluding petrol).
3. CCRE estimate based upon figures adopted in Darlington Retail Study for existing provision.

Belfast	028 9024 1500
Birmingham	0121 265 7500
Bristol	0117 917 2000
Edinburgh	0131 240 7500
Glasgow	0141 226 1000
Leeds	0113 200 1800
London, City	020 7935 4499
London, West End	020 7935 4499
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