

Appendix 5: District and Local Centre Healthchecks

Hale District Centre

Description

The largest district centre in Trafford, Hale is a popular destination with a number of high-end and independent retailers. It is located approximately 700 metres to the south of Altrincham town centre, but has historically been able to cultivate a distinct retail offer. Although the centre is focussed around leisure service uses, the convenience and comparison offer is considered appropriate to serve the needs of the local community.

Status

District Centre



Figure 1: The units on Ashley Road are diverse and are generally of a high quality



Figure 2: Vacant units in Hale do not detract from the centre's environmental quality



Figure 3: There are a number of leisure service operators in Hale



Figure 4: Hale train station ensures the centre has a high level of accessibility

Table 1 District Centre Floorspace Composition

GOAD Category	Floorspace at 2007 (%)	Floorspace at 2018 (sq.m)	Floorspace at 2018 (%)	Trafford District Centre Floorspace at 2018 (%)	Floorspace UK Average at 2018 (%)
Convenience	16.3	2,420	15.6	21.4	15.3
Comparison	23.0	2,629	16.9	15.7	34.5
Retail Services	50.1	1,718	11.1	14.8	6.9
Leisure Services		4,507	29.0	30.1	25.2
Financial and Business Services		2,322	15.0	9.5	7.6
Miscellaneous	6.9	0	0.0	0.0	0.1
Vacant	3.7	1,932	12.4	8.6	9.9
TOTAL	100.0	15,528	100.0	100.0	100.0

Source: Composition of District Centre derived from Nexus Planning survey of October 2018; Trafford District Centre Floorspace (cumulative figure) derived from Nexus Planning survey of October 2018; UK Average from Experian Goad Report June 2018; Figures from 2007 sourced from Trafford Retail and Leisure Study 2007 (note 1)

Table 2 District Centre Unit Composition

GOAD Category	Units at 2007 (%)	Number of Units at 2018	Units at 2018 (%)	Trafford District Centre Units at 2018 (%)	Units UK Average at 2018 (%)
Convenience	9.8	7	6.4	12.6	9.1
Comparison	29.5	28	25.7	21.3	30.4
Retail Services	53.0	19	17.4	21.8	14.7
Leisure Services		26	23.9	27.2	24.1
Financial and Business Services		17	15.6	9.6	10.2
Miscellaneous	2.3	0	0.0	0.0	0.1
Vacant	5.3	12	11.0	7.5	11.3
TOTAL	100.0	109	100.0	100.0	100.0

Source: Composition of District Centre derived from Nexus Planning survey of October 2018; Trafford District Centre Units (cumulative figure) derived from Nexus Planning survey of October 2018; UK Average from Experian Goad Report June 2018; Figures from 2007 sourced from Trafford Retail and Leisure Study 2007 (note 1)

Overall Composition

- Overall there are 110 units located within Hale district centre. These account for 15,624 sq.m of commercial floorspace. Hale is the largest district centre in Trafford.
- The current vacancy rate is recorded as being 12.4% of total commercial floorspace and 11.0% of all units.
- Convenience and comparison uses account for 32.5% of floorspace and 32.1% of all units.
- Services uses (leisure, retail and financial and business) account for 55.0% of floorspace and 56.9% of all units.

Convenience & Comparison

Convenience and comparison uses account for 32.5% of floorspace and 32.1% of all units. Although the figure of convenience floorspace (15.6% of the total) and comparison (16.9% of the total) varies from the current UK and Trafford average, the provision in Hale is considered to be sufficient to serve the needs of the community.

There are seven convenience operators in Hale which account for 2,420 sq.m of floorspace (15.6% of the total stock of commercial floorspace). Convenience operators include Sainsbury's Local and M&S Foodhall alongside two newsagents, a bakery, a butcher and an off-licence. Convenience goods operators account for a similar proportion of floorspace to that recorded by the previous survey and the current UK national average, however the 15.6% of floorspace dedicated to this use is proportionally less than is typically found in Trafford's district centres (where, on average, 21.4% of floorspace is in comparison goods use). Although comparison goods operators account for less floorspace than the UK national average, they are similar to the current Trafford district centre average. Comparison goods operators account for 2,629 sq.m of floorspace and equate to 16.9% of the total commercial stock of floorspace. There are 28 comparison operators which include jewellers, pharmacists, household goods, picture framers and shoe shops. The high-end nature of some of Hale's comparison goods operators will help draw in some trade from beyond the immediate area.

Potential opportunities to expand the convenience and comparison goods offer can be found in vacant former restaurant units on Victoria Road and Cecil Road.

Services

Services uses (leisure, retail and financial and business) account for 55.0% of floorspace and 56.9% of all units. The number and amount of service floorspace is comparable to that recorded in the 2007 survey of Hale.

Hale is notable for the provision of leisure service operators within the district centre. There are 26 leisure service units, which account for 23.9% of all units in the centre and equate to 4,507 sq.m of retail floorspace. There are 12 restaurants (including Pizza Express), five bars, four cafés (including Costa), three hot-food takeaways and two pubs. Although the leisure service offer has changed in recent years – with the loss of retailers such as Carluccio's – it remains generally strong and helps to underpin the vitality of Hale. However, the continued growth of leisure services in Altrincham town centre (located just 700 metres to the north of Hale) may have diverted some restaurant trade from the centre.

There are 19 retail service operators located in Hale which account for a total of 1,718 sq.m of commercial floorspace. Although the range of operators is not particularly diverse, the provision is commensurate with the scale of the centre. Operators include 12 hairdressers, three beauty salons, two travel agents, an opticians and a dry cleaner.

The proportion of units in financial and business service use is greater than both the UK and Trafford district centre average. There are 17 financial and business service operators, which account for 2,322 sq.m of commercial floorspace (which equates to 15.0% of the total stock of commercial floorspace). There are nine estate agents, two banks (namely RBS and Barclays) and two solicitor. The range of financial and business service operators is considered to be a particular strength of Hale district centre.

Vacancies

Vacant units are located throughout the district centre, with the consequent effect of no one part of Hale feeling 'dominated' by vacant buildings. Vacant units at the time of our survey included the former Carluccio's restaurant at 6-10 Victoria Road, which is due to re-open as Cibo Italian restaurant in December 2018.

Our survey recorded 12 vacant units, accounting for 1,932 sq.m of floorspace. Respectively, this amounts to 11.0% of total units and 12.4% of the total stock of floorspace. However, some of the vacancies are larger units and the reoccupation of just a couple of units could result in the level of vacant floorspace being well below 10%. The recorded vacancy rate represents a figure in excess of the 4.9% of vacant units recorded in 2015 and the 4.3% recorded in 2011 and demonstrates an increase in the occurrence of churn of stock within the district centre, perhaps as a direct result of the competition

Although these figures represent an increase on the vacancy rate recorded in 2007, we do not believe that the proliferation of vacancies is currently such that it impacts significantly on users' enjoyment of the centre. However, securing the re-use of vacant units would assist in driving footfall and be beneficial to the overall vitality of Hale.

Miscellaneous

There are relatively few community facilities located within Hale, with the three located inside the defined district centre boundary being Hale Library, Station House Veterinary Surgery and a dentist. However, Richmond House Kindergarten and St Peter's Hale are located immediately to the south of the district centre's boundary.

Pedestrian Flows

At the time of our visit a strong and constant level of pedestrian activity was noted throughout the district centre. Although significant activity was observed throughout Hale, it was strongest to the east of the train line particularly in the vicinity of Sainsbury's Local and M&S Foodhall. The reoccupation of currently vacant units throughout the centre would help to extend pedestrian flows to all areas of Hale district centre. Additionally a further pedestrian crossing on Ashley Road in the vicinity of Hale train station may help to improve pedestrian access, including making the centre more accessible for disabled visitors.

Accessibility

Hale railway station is located within the district centre. This station, located on the Manchester-Chester train line provides hourly services to Manchester Piccadilly via Stockport and Chester. These services run at all

times of the day. Additionally there are a number bus services that run along Ashley Road and through the district centre. These provide a frequent service with at least two service per hour at peak times and provide direct connections to destinations including Altrincham, Timperley, Hale Barns and Warburton Green. Hale is therefore well served by a number of public transport connections.

Although on-street parking is possible along the majority of Ashley Road (and on some parts of surrounding streets), surface level car parking is located to the rear of Sainsbury's Local and M&S Foodhall on Cecil Road.

Perception of Safety

As a linear centre along a fairly busy arterial route, Hale benefits from a high level of passive and natural surveillance. Furthermore, there was considerable evidence of visible CCTV ensuring that the centre is safe and secure for users at all times. At the time of our visit there was no evidence of loitering or anti-social behaviour.

Although the volume of cars that pass through the district centre do impact somewhat on pedestrian safety, it is not felt that this is significant due to the parked cars that line Ashley Road and separate the footpath from the highway.

According to the website www.crime-statistics.co.uk, 172 crimes were reported within a mile radius of Hale district centre in September 2018. This compares with 200 crimes reported across the same area in September 2017 and 151 in September 2016.

Environmental Quality

The district centre is generally linear in nature, running approximately 500 metres from north to south along Ashley Road. There are wide pavements that line Ashley Road and the shop frontages are diverse and colourful, with these creating a unique and interesting streetscape. All units are generally well-maintained, and even those that are currently vacant are not judged to significantly detract from the overall character of Hale. At the time of our visit little litter was evident through the centre, and there was no evident graffiti. Part of Hale lies within a Conservation Area, which is reflective of the centre's environmental quality.

Environmental quality gains could be secured in Hale through the installation of seasonal planters and planting throughout the centre and measures to reduce the amount of traffic along Ashley Road. It is also felt that, although beneficial to overall accessibility, the vehicles that are parked along Ashley Road have an overall negative impact on environmental quality.

Conclusions

Hale is a diverse district centre, with a good level of provision of the immediate residential community which is augmented by a number of high-end and independent leisure services and comparison goods operators. Efforts should be made to diversify the convenience and comparison goods offer, especially as Altrincham town centre continues to

diversify its range of leisure service operators. However, Hale is considered to be a vital and viable district centre.

Strengths

Hale is a diverse, well-used centre with a number of high-end leisure uses. Additionally the centre provides a range of services considered suitable to serve the needs of the surrounding residential areas.

Weaknesses

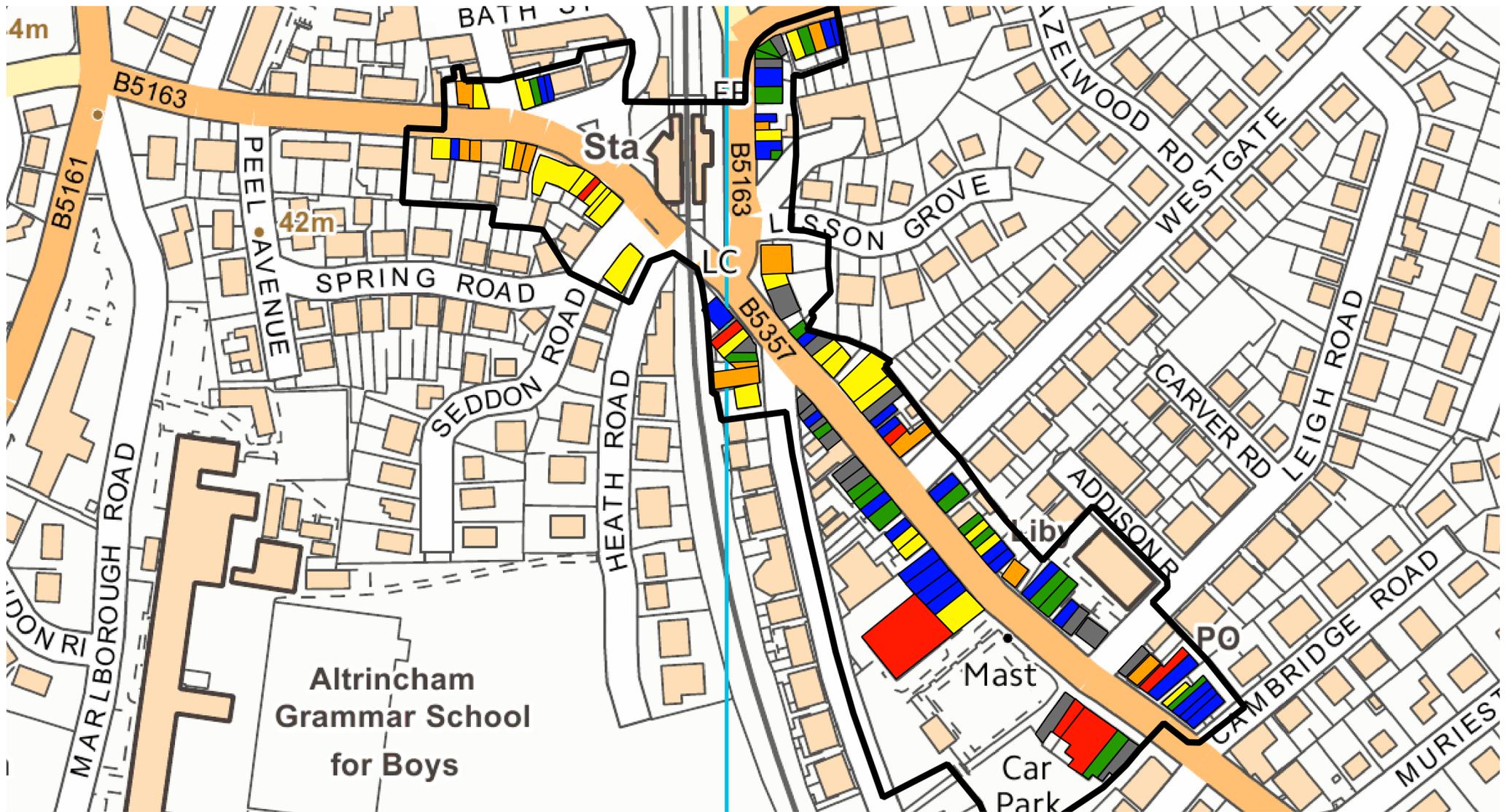
The centre is dominated by services which reduce the amount of comparison (and to some extent convenience) floorspace, this is accentuated by the centre's small, period buildings which limit potential for large format retailers.

Opportunities

Vacancies provide an opportunity to diversify the service and/or convenience and comparison goods offer. Hale is an extremely attractive centre and therefore will appeal to a range of prospective tenants.

Threats

The vacancy rate is skewed by a number of large, vacant former restaurant units (such as the former Carluccio's), however long term uses should be secured to ensure the vitality of the centre. Hale's proximity to Altrincham means that its leisure offer may compete for part of the same market.



Clients
Trafford Council

Project
Trafford Retail and Leisure Study

Date
October 2018

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

Hale District Centre

Trafford

Sale Moor District Centre

Description

Located within a wider residential area, Sale Moor is a well-used district centre with a considerable range of service and comparison goods operators. The centre has a good level of accessibility, and a generally functional environmental quality. However the centre is dominated by vehicle movements as a result of its location adjacent to a major road junction.

Status

District Centre



Figure 1: Parade of units along Northenden Road



Figure 2: Public seating and commercial unit on Marsland Road



Figure 3: Public car park accessed off Warrener Street



Figure 4: Commercial units on Marsland Road

Table 1 District Centre Floorspace Composition

GOAD Category	Floorspace at 2007 (%)	Floorspace at 2018 (sq.m)	Floorspace at 2018 (%)	Trafford District Centre Floorspace at 2018 (%)	Floorspace UK Average at 2018 (%)
Convenience	15.0	789	13.6	21.4	15.3
Comparison	19.5	1,020	17.6	15.7	34.5
Retail Services	62.5	1,417	24.4	14.8	6.9
Leisure Services		2,043	35.2	30.1	25.2
Financial and Business Services		58	1.0	9.5	7.6
Miscellaneous	2.5	0	0.0	0.0	0.1
Vacant	0.5	477	8.2	8.6	9.9
TOTAL	100.0	5,804	100.0	100.0	100.0

Source: Composition of District Centre derived from Nexus Planning survey of October 2018; Trafford District Centre Floorspace (cumulative figure) derived from Nexus Planning survey of October 2018; UK Average from Experian Goad Report June 2018; Figures from 2007 sourced from Trafford Retail and Leisure Study 2007 (note 1)

Table 2 District Centre Unit Composition

GOAD Category	Units at 2007 (%)	Number of Units at 2018	Units at 2018 (%)	Trafford District Centre Units at 2018 (%)	Units UK Average at 2018 (%)
Convenience	15.9	10	16.4	12.6	9.1
Comparison	21.7	10	16.4	21.3	30.4
Retail Services	58.0	18	29.5	21.8	14.7
Leisure Services		19	31.1	27.2	24.1
Financial and Business Services		1	1.6	9.6	10.2
Miscellaneous	2.9	0	0.0	0.0	0.1
Vacant	1.4	3	4.9	7.5	11.3
TOTAL	100.0	61	100.0	100.0	100.0

Source: Composition of District Centre derived from Nexus Planning survey of October 2018; Trafford District Centre Units (cumulative figure) derived from Nexus Planning survey of October 2018; UK Average from Experian Goad Report June 2018; Figures from 2007 sourced from Trafford Retail and Leisure Study 2007 (note 1)

Overall Composition

- There are 61 units within Sale Moor district centre. These account for a total of 5,804 sq.m of floorspace.
- There are currently three vacant units within Sale Moor. These account for 4.9% of all units and 8.2% of total commercial floorspace.
- Convenience and comparison goods operators account for 31.2% of floorspace and 32.8% of all units.
- Service operators (leisure, retail and financial and business) account for 60.6% of floorspace and 62.3% of all units.

Convenience & Comparison

Convenience and comparison goods operators account for 31.2% of floorspace and 32.8% of all units.

There are 10 convenience goods operators which account for 789 sq.m of floorspace and equate to 13.6% of the total stock of commercial floorspace. Operators include two convenience stores, two butchers, two bakeries, a grocer, a newsagent, an off-licence and a tobacconist. The proportion of convenience goods floorspace is considerably less than the average for Trafford district centres, but is only marginally lower than the current UK national average. Relative to the other district centres surveyed, Sale Moor lacks a large convenience store which is capable of anchoring the centre.

Comparison goods operators account for 1,020 sq.m of floorspace which equates to 17.6% of the stock. There are 10 comparison goods operators which include a florist, a jewellers, a pharmacy and a charity shop. Although the proportion of floorspace in comparison goods use in Sale Moor is much less than the current national average level, the proportion and diversity of comparison operators is considered to be more than sufficient to serve the needs of Sale Moor (given that district centres have a greater emphasis on meeting convenience goods and day to day service needs).

Services

Service operators (leisure, retail and financial and business) account for 60.6% of floorspace and 62.3% of all units. The previous survey recorded 62.5% of commercial floorspace in service use, demonstrating that Sale Moor has historically been largely dominated by service operators.

Leisure service operators account for 2,043 sq.m of floorspace, which equates to 35.2% of the total commercial stock. There are a total of 19 leisure service units in Sale Moor, with operators including 11 hot-food takeaways, two pubs, two bookmakers (including William Hill), two cafés and a restaurant. There are more hot-food takeaways in Sale Moor than in any other district centre in Trafford.

The 18 retail service operators account for 1,417 sq.m of floorspace, which equates to 24.4% of the total stock of floorspace. Operators are diverse and include four hairdressers, three funeral directors, two beauty salons, an optometrist, a watch repairers, a tattoo parlour, a Post Office, a dog groomers, and a car wash and garage.

Sale Moor has historically been dominated by service uses, with the proportion of service floorspace remaining above 60% of the total floorspace in the centre. However, it is felt that the number of hot-food takeaways (11 in total) is such that this type of provision is in danger of being unduly dominant. In addition, such uses are generally quiet during the day when the centre should benefit from the greatest amount of activity and animation. Consequently, consideration should be given to the mechanisms available to manage any future expansion in the number of hot-food takeaways.

<p>Vacancies</p>	<p>The proportion of vacant units in Sale Moor is very low (representing 4.9% of the total number of units), and the amount of vacant floorspace (at 8.2%) is also lower than both the current UK national average and the Trafford local centre average. Although the recorded unit vacancy rate is greater than the 1.4% in 2015, it is considerably lower than the 9.9% recorded in 2011.</p> <p>The three vacant units recorded by our survey were all located along Northenden Road, in the western part of the centre (opposite the Texaco petrol filling station). This may be indicative of the lower levels of pedestrian activity noted in this part of Sale Moor at the time of our visit, which is a consequence of this part of Northenden Road being at the periphery of the centre.</p>
<p>Miscellaneous</p>	<p>Sale Moor has few community facilities located within the defined centre boundary. These include a podiatrist and a dentist. Two places of worship (Trinity Methodist Church on Northenden Road and the Kingdom Hall of Jehovah’s Witnesses on Marsland Road).</p>
<p>Pedestrian Flows</p>	<p>Although high levels of pedestrian activity were noted at the time of our visit, these were constrained by the centre’s location adjacent to a number of major road junctions and the number of vehicles moving through the centre as a consequence. Activity was strongest along the northern side of Northenden Road (where the majority of retail goods and services units are located). In peripheral areas of the centre activity was greatly reduced.</p> <p>The provision of pedestrian crossings located throughout the district centre ensures that movements are relatively straightforward. It is felt that safe pedestrian movement could be secured through further traffic calming measures.</p>
<p>Accessibility</p>	<p>Direct bus services are available from within Sale Moor to destinations including Altrincham, Sale, Wythenshawe, Manchester Piccadilly Gardens and Stockport. There are frequent bus services throughout the day, and Sale Moor is therefore well served by bus services. However, the district centre does lack direct access to Metrolink or National Rail services, with Sale Metrolink station being located approximately 1 kilometre to the west of Sale Moor.</p> <p>Given the centre’s location, Sale Moor is well integrated into the wider highway network and is easily accessible to the residential areas that surround the centre. There is a considerable amount of on-street car parking along Northenden Road and there are moderately-sized surface level car parks located at Warrener Street, Hampson Street and James Street. Overall, Sale Moor has a good level of accessibility.</p>
<p>Perception of Safety</p>	<p>Overall safety, particularly for pedestrians, is compromised by the volume of vehicles that move through the district centre. The fast-moving traffic reduces the overall perception of safety, and creates a less welcoming</p>

environment for visitors. However, Northenden Road and Marsland Road are key routes into the Sale area from the M60 and beyond. As such, there it may be difficult to successfully implement traffic calming or speed reduction measures to allow for greater pedestrian movement.

At the time of our visit, no loitering or anti-social behaviour was noted. Furthermore, although the volume of traffic negatively impacts pedestrian safety, it does ensure that there is a constant stream of traffic improving the levels of natural and passive surveillance through the centre. According to the website www.crime-statistics.co.uk, 284 crimes were reported within a mile radius of Sale Moor district centre in September 2018. This compares with 305 crimes reported across the same area in September 2017 and 265 in September 2016.

Environmental Quality

The environmental quality of Sale Moor is impacted by the centre's location at the convergence of four major routes through this part of Trafford. Consequently there are a high number of vehicles moving through Sale Moor, which negatively impacts on the district centre. However, the shop units are generally well-maintained, with attractive frontages. These add some visual appeal into the centre, but as the centre appears dominated by highways and pedestrian footpaths, Sale Moor may benefit from more planting measures to reduce the dominance of these features. These could include more planting to create a more attractive environment.

Conclusions

Despite having a good variety of service and comparison goods operators, the role and function of Sale Moor is slightly constrained by its lack of a large convenience goods retailer. The centre's current form is dominated by vehicular movements, resulting in a poor level of pedestrian accessibility. However, it is clear that Sale Moor is a well-used centre with a low vacancy rate. As such, it is considered to be vital and viable.

Strengths

Sale Moor currently has a good variety of service and comparison goods operators, with the centre appearing well used at the time of our visit. The centre is surrounded by housing and therefore is convenient and accessible to the surrounding catchment.

Weaknesses

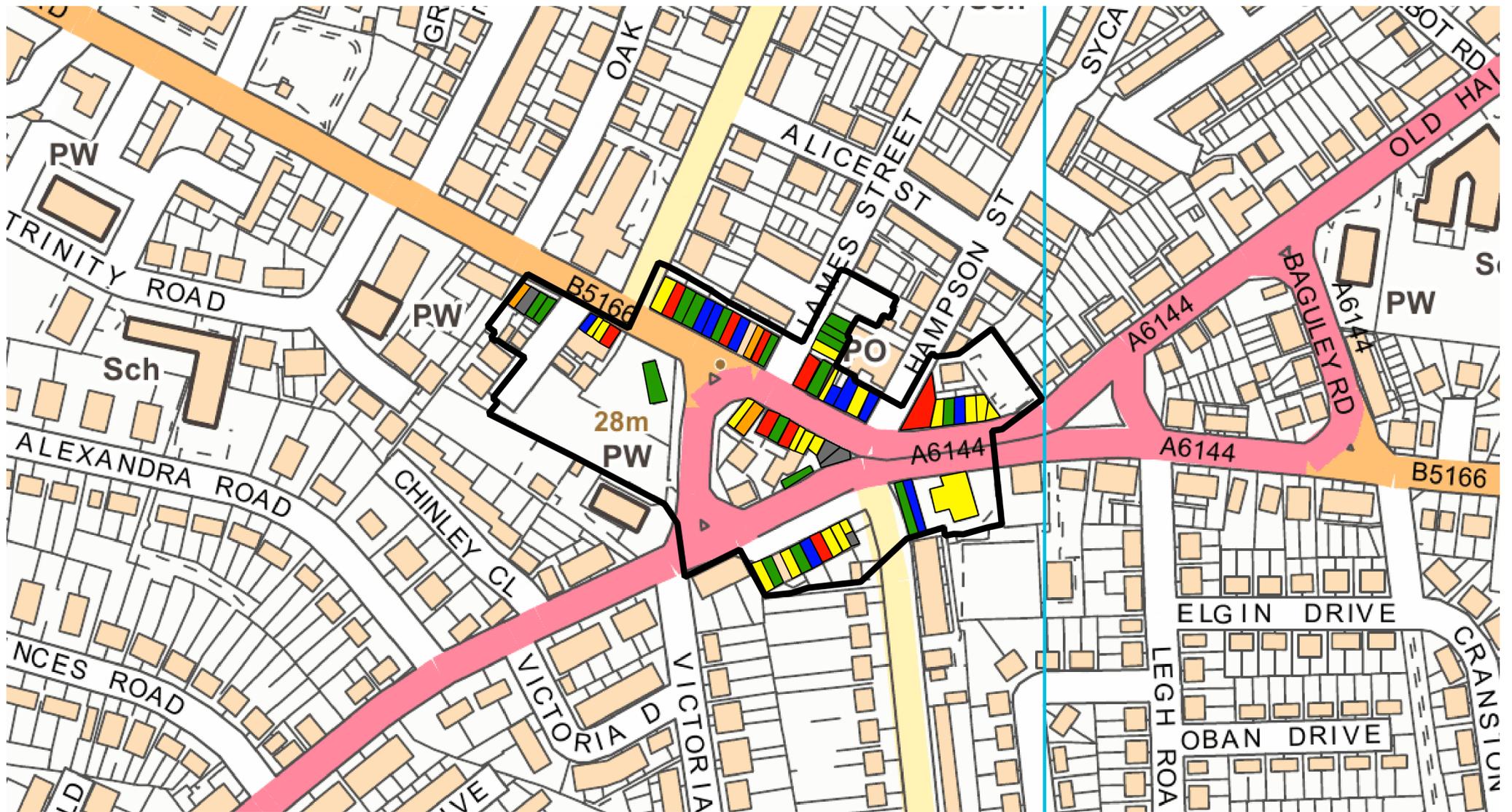
Sale Moor lacks a large convenience goods retailer or any financial and business service operators. The centre is also dominated by cars, which impacts on pedestrian movement across the centre.

Opportunities

As the centre is focused around a fairly busy junction, efforts should be made to improve the public realm and environmental quality of the centre. The Warrener Street car park benefits from planning permission for a food retail development, but could accommodate a variety of uses, including residential, and is a substantial opportunity for Sale Moor.

Threats

There are a number of hot-food takeaways (11 in total). The concentration of these operators reduces the overall diversity of the centre.



Clients
Trafford Council

Project
Trafford Retail and Leisure Study

Date
October 2018

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

Sale Moor District Centre

Trafford

Timperley District Centre

Description

Timperley district centre is a moderately-sized district centre, located within a primarily residential area. It is focused around the junction of Park Road and Stockport Road, which consequently results in a high number of vehicle movements through the centre. These reduce the overall accessibility of the centre for pedestrians. However, Timperley has a low vacancy rate, benefits from a good mix of operators, and is considered to be a vital and viable district centre.

Status

District Centre



Figure 1: The range of convenience operators in Timperley is sufficient to serve the local community



Figure 2: Operators in Timperley are diverse and varied



Figure 3: Traffic movements generally dominate most of Timperley district centre



Figure 4: The vacancy rate in Timperley is stable, although some units are currently under alteration

Table 1 District Centre Floorspace Composition

GOAD Category	Floorspace at 2007 (%)	Floorspace at 2018 (sq.m)	Floorspace at 2018 (%)	Trafford District Centre Floorspace at 2018 (%)	Floorspace UK Average at 2018 (%)
Convenience	35.1	1,997	32.3	21.4	15.3
Comparison	14.1	776	12.5	15.7	34.5
Retail Services	32.0	836	13.5	14.8	6.9
Leisure Services		1,880	30.4	30.1	25.2
Financial and Business Services		281	4.5	9.5	7.6
Miscellaneous	10.6	0	0.0	0.0	0.1
Vacant	8.3	421	6.8	8.6	9.9
TOTAL	100.0	6,191	100.0	100.0	100.0

Source: Composition of District Centre derived from Nexus Planning survey of October 2018; Trafford District Centre Floorspace (cumulative figure) derived from Nexus Planning survey of October 2018; UK Average from Experian Goad Report June 2018; Figures from 2007 sourced from Trafford Retail and Leisure Study 2007 (note 1)

Table 2 District Centre Unit Composition

GOAD Category	Units at 2007 (%)	Number of Units at 2018	Units at 2018 (%)	Trafford District Centre Units at 2018 (%)	Units UK Average at 2018 (%)
Convenience	15.2	9	15.8	12.6	9.1
Comparison	22.7	11	19.3	21.3	30.4
Retail Services	40.9	13	22.8	21.8	14.7
Leisure Services		17	29.8	27.2	24.1
Financial and Business Services		4	7.0	9.6	10.2
Miscellaneous	7.6	0	0.0	0.0	0.1
Vacant	13.6	3	5.3	7.5	11.3
TOTAL	100.0	57	100.0	100.0	100.0

Source: Composition of District Centre derived from Nexus Planning survey of October 2018; Trafford District Centre Units (cumulative figure) derived from Nexus Planning survey of October 2018; UK Average from Experian Goad Report June 2018; Figures from 2007 sourced from Trafford Retail and Leisure Study 2007 (note 1)

Overall Composition

- There are 57 units within Timperley district centre. These account for a total of 6,191 sq.m of floorspace.
- There are currently just three vacant units within the district centre accounting for 421 sq.m of floorspace and equating to 6.8% of total commercial floorspace.
- Convenience and comparison goods operators account for 44.8% of floorspace and 35.1% of units.
- Service operators (leisure, retail and financial and business) account for 48.4% of floorspace and 59.6% of all units.

Convenience & Comparison

Convenience and comparison goods operators account for 44.8% of floorspace and 35.1% of units. The level of convenience goods provision is largely unchanged since 2007, with such operators equating to 32.3% of the commercial floorspace in the centre. This level of provision is proportionally greater than the current UK national average (of 15.3%) and the Trafford district centre average (of 21.4%). Convenience goods operators include Sainsbury's Local, Co-operative Foodstore and Iceland, together with two off-licences, a newsagent, a grocer, a butcher and a baker.

The proportion of units dedicated to comparison goods uses in Timperley is lower than the current UK national average and the average overall figure for Trafford's district centres. There are currently 11 comparison goods operators, which account for 776 sq.m of floorspace, equating to 12.5% of the total stock of commercial floorspace. The limited comparison goods offer is fairly typical for a district centre of this scale, which primarily seeks to meet the day to day needs of a reasonably localised catchment.

Overall, Timperley's retail offer is considered to be suitably varied and able to meet many of the day to day needs of the surrounding community. Its national multiple food retail offer is of benefit in anchoring the centre.

Services

Service operators (leisure, retail and financial and business) account for 48.4% of floorspace and 59.6% of all units. There has been a considerable growth in service floorspace, as in 2007 service operators accounted for 32.0% of floorspace. There are 13 retail service operators, which include seven hairdressers, three beauty salons, a dry cleaner, an opticians and a Post Office. These units account for 836 sq.m of floorspace and equate to 13.5% of the total stock of commercial floorspace.

Leisure service operators account for 1,880 sq.m of floorspace, which equates to 30.4% of the total stock of commercial floorspace. Operators include eight hot-food takeaways, three cafés, two betting offices, two bar/pubs, a restaurants and a gym. Although the financial and business service offer is not particularly diverse (consisting of two estate agents, a solicitor and a building merchant) it is considered to be sufficient to serve the local community. These four operators equate to 4.5% of the total stock of commercial floorspace.

The growth in service operators has also helped to maintain Timperley's vitality and viability in the period since the last survey, and it is felt that the provision remains sufficiently diverse to serve the needs of the immediate community and a wider catchment area.

Vacancies

Our survey only recorded three vacant units in Timperley, all located on Stockport Road. These units account for 421 sq.m of floorspace and equates to 6.8% of the total stock of commercial floorspace. This figure represents a reduction on the 8.3% of vacant commercial floorspace recorded by the previous survey in 2007 and compares favourably to the

current UK national average (9.9%) and Trafford district centre average (8.6%). The current figure is not thought to present any concerns to the viability or vitality of Timperley, rather it provides a sufficient amount of space for new occupiers and retailers.

Miscellaneous

There are a number of non-retail facilities within Timperley district centre. These include an Osteopath, a Chiropodist, Timperley Village Day Nursery, Timperley Village Club and Timperley Methodist Church are all located within or immediately beyond the boundary of the district centre. These additional facilities help support linked trips to other attractions within and adjacent to the centre.

Furthermore a 2016 application for the demolition and replacement of the existing library at 405 Stockport Road (Ref: 88503/FUL/16), although just outside of the district centre, will further strengthen the facilities within or surrounding the centre.

Pedestrian Flows

At the time of our visit, low levels of pedestrian activity were noted throughout most of Timperley, with the exception being the area around the Co-operative Foodstore and Sainsbury's Local on Stockport Road. Pedestrian activity was concentrated around this primary junction due to its proximity to the pedestrian crossing. Activity generally declines the further one travels away from the junction of Park Road and Stockport Road. It should be noted that, due to the relatively high number of leisure service operators in Timperley, different parts of the centre are busier at different times.

Accessibility

Although Timperley district centre does not have a direct link to Metrolink or National Rail services, Timperley Metrolink station is located approximately 1.7 kilometres to the north-west of the centre. This can be accessed in a 20 minute walk. The centre is fairly well served by other forms of public transport, with a number of bus services running through Timperley. These provide direct services to a range of destinations including Altrincham, Manchester Airport, Sale and Stockport.

The centre also has a small amount of surface-level car parking located at Thorley Lane car park. The car park is free to use for a maximum period of one hour and allows convenient access to Timperley district centre.

Perception of Safety

Overall, Timperley is considered to be a safe district centre for all users. Although there is no obvious CCTV presence, there appears to be generally low instances of crime. At the time of our visit, no anti-social behaviour was noted. Additionally the centre's location along two busy road ensures a high level of natural and passive surveillance. However, it should be noted that the volume of traffic moving through the centre does reduce the perception of pedestrian safety.

According to the website www.crime-statistics.co.uk, 197 crimes were reported within a mile radius of Timperley district centre in September

2018. This compares with 202 crimes reported across the same area in September 2017 and 154 in September 2016.

Environmental Quality

The public environment throughout Timperley is evidently well-maintained, with seasonal planters and hanging baskets located throughout the centre. Additionally, the general maintenance of shop frontages helps to make Timperley an attractive destination to visit. However, the environmental quality of the centre is slightly compromised by its proximity to two primary routes (Stockport Road and Park Road) which meet at a crossroads in the centre of Timperley. However, traffic moving through the centre is generally slow moving and, as such, does not significantly impact on pedestrian movement and the character of the centre.

Conclusions

Timperley is an attractive centre, which accommodates a good range of retail operators, which are able to meet many of the day to day needs of the local community. The centre also has a high quality public realm which makes Timperley an attractive destination, despite its location at the junction of two moderately busy roads. The centre does lack a diversity in terms of its leisure service offer, and it is felt that there is a concentration of hot-food takeaways in Timperley. However, this alone does not detract significantly from a centre that is considered vital and viable.

Strengths

Timperley has a low vacancy rate, with a convenience goods offer that is able to meet many of the day to day shopping needs of the local community, alongside a diverse range of other retailers and services. The centre also has a high quality public realm with a good level of accessibility. The centre sits within a primarily residential area and therefore benefits from a 'walk in' catchment.

Weaknesses

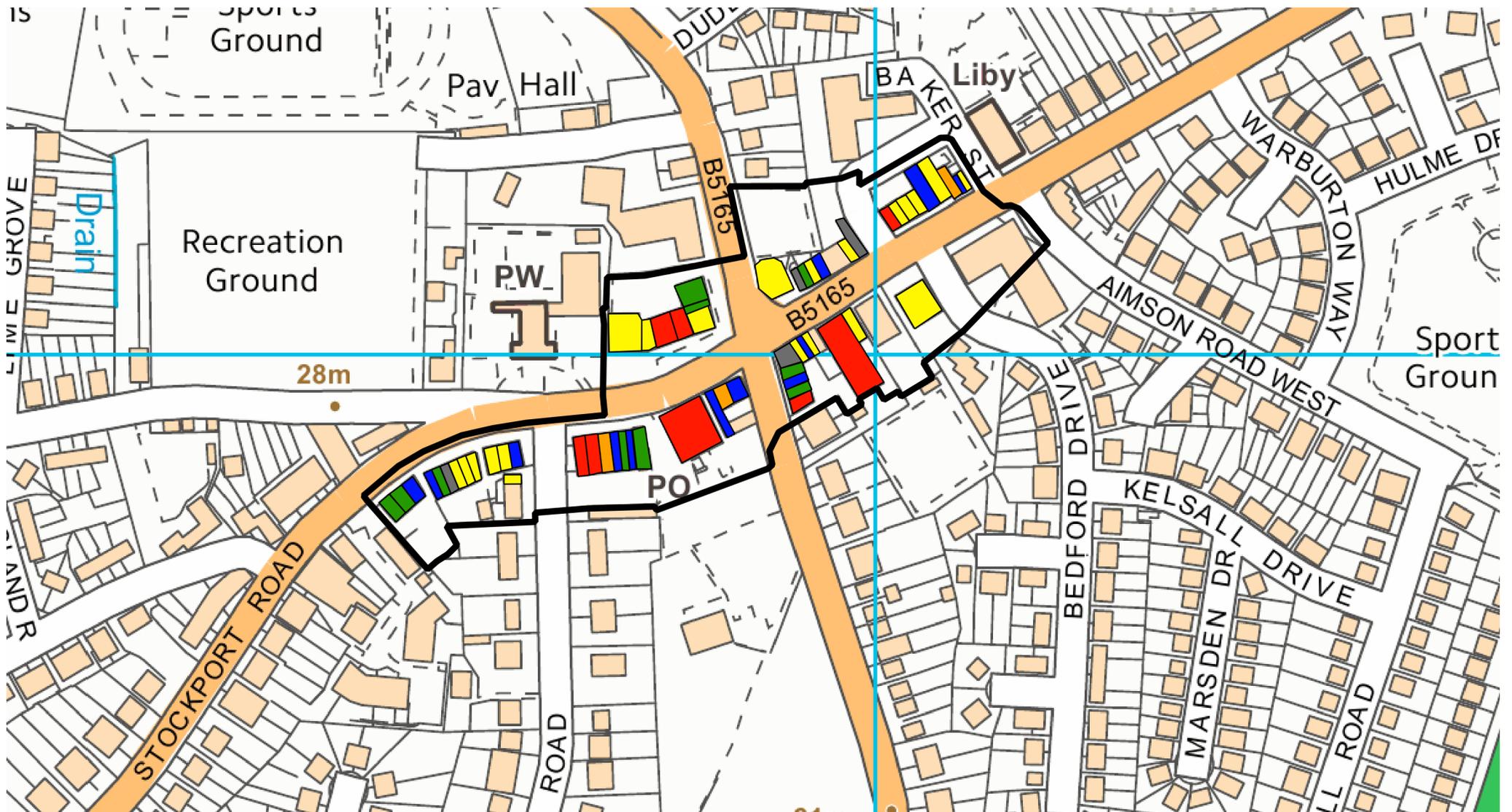
The centre has relatively poor public transport links, with comparatively fewer bus services and no Metrolink access. There is also a concentration of hot-food takeaways.

Opportunities

As an established centre in a residential area the centre has strong community usage. There is also the potential to build on high quality public realm to strengthen character and improve the appearance of the centre.

Threats

The gradual increase in Altrincham's leisure service offer could divert trade which may potentially otherwise be available to support food and drink operators located within Timperley.



Clients
Trafford Council

Project
Trafford Retail and Leisure Study

Date
October 2018

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

Timperley District Centre

Trafford

Partington Local Centre

Description

Consisting of a small, modern parade of shops in the west of Trafford, Partington local centre was redeveloped following the demolition of the dated shopping precinct. Partington is a generally well-maintained centre, which, whilst of a small scale, appropriately meets some of the day to day needs of the surrounding residential community. This is reflected by the centre's proportionally strong convenience goods offer. Its importance to the local community is heightened as a consequence of the area's relative remoteness from other centres.

Status

Local Centre



Figure 1: The environmental quality of Partington centre is of a generally high standard



Figure 2: Partington is dominated by a modern, purpose built parade



Figure 3: There is a considerable amount of surface level car parking at Partington local centre



Figure 4: Convenience operators dominate in Partington local centre

Table 1 Local Centre Floorspace Composition

GOAD Category	Floorspace at 2007 (%)	Floorspace at 2018 (sq.m)	Floorspace at 2018 (%)	Trafford District Centre Floorspace at 2018 (%)	Floorspace UK Average at 2018 (%)
Convenience	36.2	1,088	59.0	21.4	15.3
Comparison	2.6	187	10.1	15.7	34.5
Retail Services	20.4	0	0.0	14.8	6.9
Leisure Services		424	23.0	30.1	25.2
Financial and Business Services		144	7.8	9.5	7.6
Miscellaneous	0.0	0	0.0	0.0	0.1
Vacant	40.8	0	0.0	8.6	9.9
TOTAL	100.0	1,843	100.0	100.0	100.0

Source: Composition of Local Centre derived from Nexus Planning survey of October 2018; Trafford District Centre Floorspace (cumulative figure) derived from Nexus Planning survey of October 2018; UK Average from Experian Goad Report June 2018; Figures from 2007 sourced from Trafford Retail and Leisure Study 2007 (note 1)

Table 2 Local Centre Unit Composition

GOAD Category	Units at 2007 (%)	Number of Units at 2018	Units at 2018 (%)	Trafford District Centre Units at 2018 (%)	Units UK Average at 2018 (%)
Convenience	16.7	4	40.0	12.6	9.1
Comparison	6.7	2	20.0	21.3	30.4
Retail Services	33.3	0	0.0	21.8	14.7
Leisure Services		3	30.0	27.2	24.1
Financial and Business Services		1	10.0	9.6	10.2
Miscellaneous	0.0	0	0.0	0.0	0.1
Vacant	43.3	0	0.0	7.5	11.3
TOTAL	100.0	10	100.0	100.0	100.0

Source: Composition of Local Centre derived from Nexus Planning survey of October 2018; Trafford District Centre Units (cumulative figure) derived from Nexus Planning survey of October 2018; UK Average from Experian Goad Report June 2018; Figures from 2007 sourced from Trafford Retail and Leisure Study 2007 (note 1)

Overall Composition

- There are 10 units in Partington Local Centre, accounting for 1,843 sq.m of floorspace.
- The centre is dominated by convenience goods operators, with McColls, Heron Foods and Tesco Express accounting for over half of the total stock of commercial floorspace.
- The high vacancy rate (over 40% of floorspace and units) noted in the previous retail study has reduced significantly (possibly as a result of the centre being redeveloped) to 0.0%.
- Convenience and comparison goods retail operators account for 69.2% of floorspace and 60.0% of all units.
- Services uses (leisure, retail and financial and business) account for 30.8% of floorspace and 40.0% of all units.

Convenience & Comparison

Convenience and comparison operators account for 69.2% of floorspace and 60.0% of all units. In terms of floorspace, Partington local centre is dominated by convenience goods operators.

A total of four convenience goods operators account for 1,088 sq.m of floorspace (which equates to 59.0% of the total stock of commercial floorspace), with the offer being underpinned by Tesco Express and Heron Foods, supplemented by a newsagent and a bakery. Additionally, there are two comparison goods operators (a card shop and a charity shop), which account for 187 sq.m of floorspace and comprise 10.1% of the total stock of commercial floorspace.

Both convenience and comparison goods operators account for a greater proportion of floorspace and units than compared with the previous survey in 2007. This is largely explained by the comprehensive redevelopment of the former precinct that stood on the site; the centre that has resulted provides modern accommodation which provides larger floorplates, capable of supporting national multiple convenience goods operators.

Services

Services uses (leisure, retail and financial and business) account for 30.8% of floorspace and 40.0% of all units. Service uses occupy a greater proportion of floorspace than at the time of the 2007 survey; the increase in the composition of retail and service uses is explained through the reduction in vacant units.

There are three leisure service operators in Partington (a hot-food takeaway, a café and William Hill betting office). These units account for 424 sq.m of floorspace, which equates to 23.0% of the total stock of commercial floorspace. There is a small RBS bank located on Central Road, although this is only open on Mondays, Tuesdays and Fridays. Notwithstanding the limited hours of opening, the bank is an important local resource and any potential closure of this facility would be a significant loss in respect of the diversity of the centre's offer.

Unusually, there are no retail services located within Partington, which is perhaps a consequence of the modern nature of the centre and the relatively large format units which result (which may generally better suit retail and larger scale service uses).

Vacancies

At the time of the previous Study, a vacancy rate of over 40.0% in respect of both floorspace and units was recorded. This was a consequence of a programme of managed vacancies in the period leading to the redevelopment of the centre in 2011.

There were no vacant units recorded at the time of our visit. This is indicative of the redeveloped centre being of a realistic scale and is representative of a vital centre which is currently performing strongly.

Miscellaneous	Partington local centre is surrounded by a number of key community facilities. These include Partington Children's Centre, Partington Community Centre, Partington Central Academy and Partington Health Centre. These facilities are likely to help support linked trips to the local centre, thereby encouraging sustainable patterns of travel.
Pedestrian Flows	At the time of our visit, moderate pedestrian flows were noted in the area immediately adjacent to the car park and the shopping parade. Activity was strongest around the Tesco Express and Heron Foods at 9 and 10 Partington Shopping Centre. The remainder of the centre appeared quiet, with few pedestrians noted walking in the areas surrounding the wider centre.
Accessibility	<p>Partington is located in a more isolated part of Trafford than other centres of a comparable function and, as a consequence, it is less well integrated into the public transport network. The centre has no direct access to the Metrolink or National Rail network, but direct bus services are provided from Central Road to a number of destinations including Manchester city centre, Altrincham, Warrington and the Trafford Centre. Bus service 255, which links Partington and Manchester city centre in approximately 1 hour, provides up to three services per hour at peak times.</p> <p>There is also a considerable amount of surface level car parking available in the centre. This free-to-use car park is located immediately adjacent to the shopping parade and ensures an easy means of access for all users of the centre. The level of car parking provision is sufficient to ensure that there is rarely any problem getting a space which, in turn, helps ensure that the centre is popular, vital and viable.</p>
Perception of Safety	<p>At the time of our visit Partington appeared to be a generally safe and secure centre. There was no evidence of loitering or anti-social behaviour. However, there was clear evidence of security features including roller shutters and visible evidence of CCTV. Equally the 'parade' layout of the centre ensures that there are highly levels of natural and passive surveillance within Partington.</p> <p>According to the website www.crime-statistics.co.uk, 162 crimes were reported within a mile radius of Partington local centre in September 2018. This compares with 129 crimes reported across the same area in September 2017 and 128 in September 2016.</p>
Environmental Quality	As a recently built centre, Partington's environment is well maintained and of a reasonable quality. However, the centre is, to some degree, dominated by the car park and there is little in the way of opportunities for users to linger. In particular, there are no benches and, as such, there is nowhere for shoppers and workers to sit, relax or eat outside. The centre is a bit lacking in character and, due to the presence of the car park and the limited pavement width, feels a little dominated by vehicles.

Consequently, there may be potential in the future to introduce additional landscaping in order to improve the appearance of the centre, which may in turn encourage more variety in terms of the types of uses accommodated.

Conclusions

Partington has clearly benefited from its redevelopment in 2011. The vacancy rate (formerly accounting for over 40% of floorspace and units) is now nil, and the centre is generally well-managed, although it lacks any distinct character. Furthermore, although there remains a bank within the centre this only opens on occasional days, and any potential loss of this unit is a considerable threat with respect to the diversity of Partington's offer.

However, the centre is well used, well-maintained and generally vital and viable.

Strengths

Partington local centre is a modern purpose-built centre that is full let and appears to appropriately meet some of the day to day needs of the surrounding community. There is a decent range of convenience goods and service retailers in the centre, with no vacancies. The centre is clean, safe and secure. The commercial offer is supplemented by a good range of local facilities.

Weaknesses

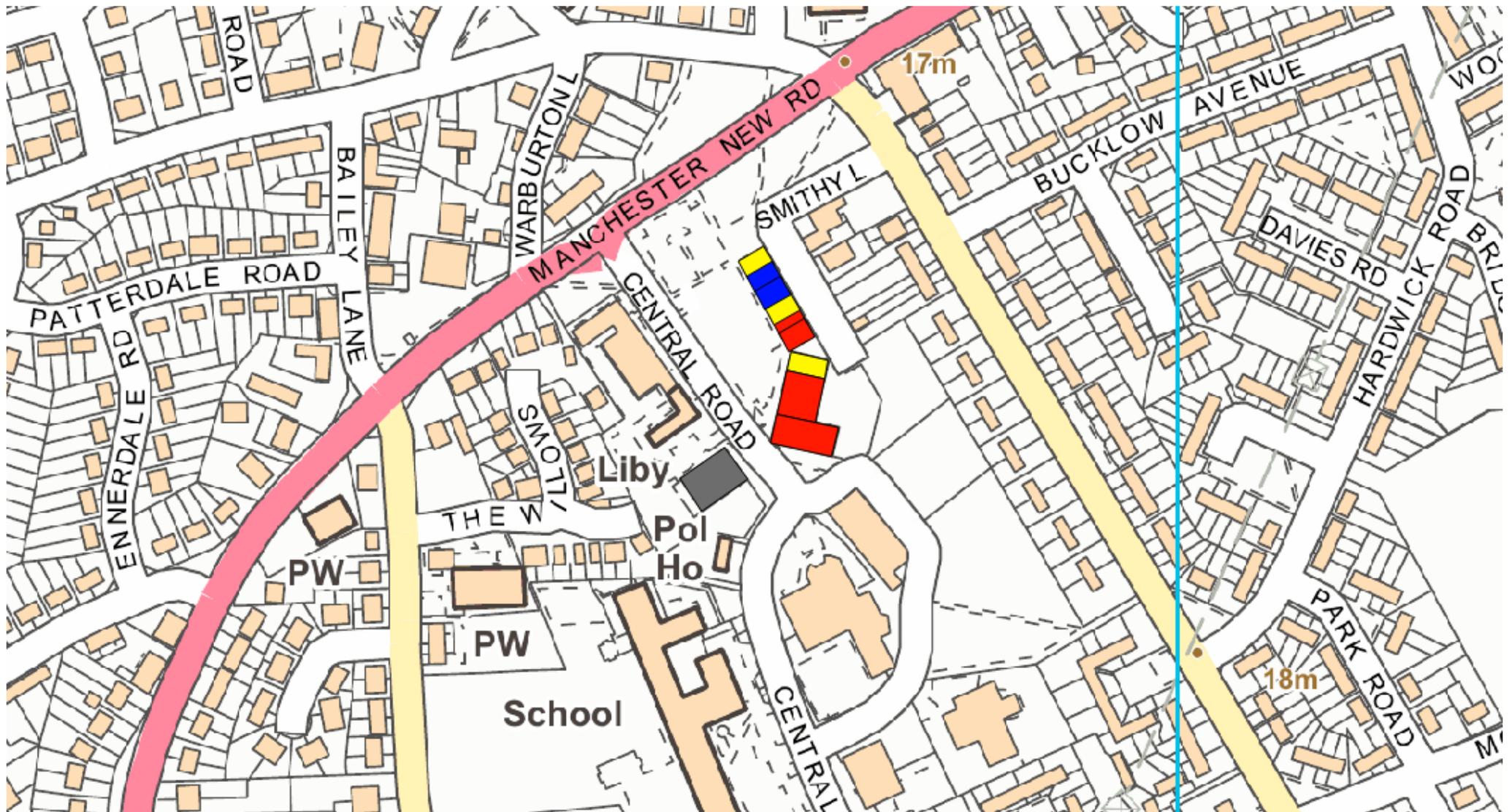
Due to the centre's limited size the retail offer lacks diversity, the comparison goods offer is considered to be poor and there are no retail services in Partington. In comparison with other centres, Partington has relatively poor transport connections. In addition, the public realm is limited and there are no benches to encourage users to linger.

Opportunities

Potential for residential development in areas surrounding Partington could see increased demand for services and space within the centre. Adjacent site could also possible accommodate further commercial development, which could further improve the centre's range of shops and services.

Threats

The RBS bank within the centre is only open a few days per week, and the loss of this service would significantly reduce the total diversity of the centre.



Clients
Trafford Council

Project
Trafford Retail and Leisure Study

Date
October 2018

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

Partington Local Centre

Trafford