South Tyneside Council

South Tyneside Position Statement and Development Plan Topic Paper

- Retail and Shopping Centres Hierarchy and Capacity -

(October 2012)

Existing Shopping Centre Hierarchy in the North East Local Enterprise Partnership Area and North East Region

Newcastle upon Tyne

Retail Parks & Superstores*

MetroCentre

Darlington | **Middlesbrough** | **Sunderland**

Durham | **Stockton-on-Tees** | **Redcar** | **Hartlepool** | **South Shields** | **Washington** | **Bishop Auckland**

... Ashington, Peterlee and Berwick-upon-Tweed are more of local significance within their catchment areas
...plus a number of other centres not included in the study sample
[eg. Hexham, Gateshead, North Shields, Cramlington, Blyth, Wallsend, Alnwick, Morpeth, Barnard Castle (DTZ 2002 study)]

Small Towns and District Centres

...plus the many small town, district and local centres

* Retail Parks & Superstores of sub-regional significance include:

Team Valley Retail World, Gateshead
Kingston Park, Newcastle
Silverlink Retail Park, North Tyneside
Teesside Shopping Park, Stockton-on-Tees

Source: North East Retail and Leisure Study (DTZ for ONE North East, February 2011)

South Tyneside Shopping Centres Hierarchy

Town Centres:

- **South Shields** (incl. Ocean Road (East)) – plus edge-of-centre retail warehouses (B&Q, Wickes, Halfords) and seafront swimming pool, leisure facilities and Ocean Beach Pleasure Park fairground
- **Jarrow**
- **Hebburn**

District Centres:

- **Westoe Road** (North), South Shields – plus Westoe Bridges edge-of-centre retail outlets (Aldi, Iceland, KFC, Dallas Carpets)
- **Dean Road / Chichester**, South Shields
- **Frederick Street**, South Shields
- **Boldon Lane / Stanhope Road** (West), South Shields
- **Harton Nook** (aka The Nook), South Shields
- **Boldon Colliery** (incl. Asda superstore) – plus edge-of-centre Cineworld multiplex cinema and food retail outlets (Frankie & Benny's, McDonalds, Pizza Hut)

Local Neighbourhood Centres:

South Shields:

- Westoe Crown Village
- Westoe Road (South)
- Stanhope Parade, Chichester
- Highfield Road
- Horsley Hill Square
- Moor Lane, Harton
- Quarry Lane, Cleadon Park
- Farding Square, Marsden
- Fallow Road, Marsden
- South Eldon Street, Rekendyke
- Hudson Street, Tyne Dock
- Stanhope Road, All Saints
- Green Lane, West Harton
- Wenlock Road / Binchester Street, Simonside
- Seton Avenue, Simonside
- Henderson Road, Simonside
- Galsworthy Road, Biddick Hall
- Gaskell Avenue, Biddick Hall
- Whiteleas Way, Whiteleas

Jarrow:

- Albert Road
- Chillingham Terrace, Low Simonside
- Edinburgh Road, Scotch Estate, Brockley Whins
- Wood Terrace
- Norham Terrace, Primrose
- Calfclose Lane, Hedworth
- Fellgate Avenue, Hedworth
- Leicester Way, Fellgate

Hebburn:

- Ellison Street, Hebburn Quay
- Victoria Road East
- Cambridge Avenue
- Coniston Avenue
- Hartleyburn Avenue
- Mountbatten Avenue
- Finchale Road
- Brighton Parade, Lukes Lane Estate

Urban Fringe:

- Hedworth Lane, Boldon Colliery
- Addison Road, West Boldon
- Front Street, East Boldon
- Station Road, East Boldon
- Cleadon village
- Whitburn village

Out-of-Centre Retail and Leisure Facilities:

- Tesco supermarket, Simonside, South Shields
- Burger King (formerly Little Chef) drive-thru and Travelodge, White Mare Pool, Hebburn
- Temple Park Leisure Centre, South Shields
- Bede's World, Jarrow
- Hebburn Swimming Pool, Hebburn
- Monkton Stadium, Hebburn
- Sunderland AFC Academy, Cleadon
- Sunderland Greyhound Stadium, East Boldon

Retail Capacity

1.1 The 2012 South Tyneside Retail Study records that existing provision in the borough achieves a total turnover of £288.5m for convenience goods and £156m for comparison/durable goods in 2012. The latter is forecast to rise to £263.3m by 2030, whilst there is generally limited growth in the convenience sector.

1.2 However, existing commitments outside the borough will have a significant impact on convenience expenditure in the borough in particular, with major new food-based superstores in Gateshead (town centre Tesco Extra and Felling Asda) and north Sunderland (Sainsbury's and Tesco Extra) all clawing back expenditure currently spent at Boldon Asda and to a lesser extent Jarrow Morrisons, both of which are currently overtrading by £22.7m and £17m respectively. This will in turn materially impact on their turnover levels and trading performance, with Boldon Asda reduced to trading about £10.9m below the company's benchmark. Overtrading at Jarrow Morrisons would reduce to about £10.1m, which will be further tapped into to support the regeneration of Hebburn town centre.

1.3 Thus the combination of allowing for commitments, residual overtrading levels and the scope for further clawback of trade to enhance market shares and re-balance shopping patterns across the borough would leave the capacity for accommodating new retail stores as shown in the table below. This identified capacity is only genuinely available to support new provision that comes forward in sequentially compliant locations (ie. within town and district centres). Additional capacity may be released via any further clearance of existing shop units through regeneration schemes. Delivering enhanced qualitative choice through attracting new quality national multiple retailers (especially young people's fashion clothing) is nevertheless fundamental, but should not be at the expense of centre vitality and viability, such that the study strongly advises that there is no policy basis to justify any new retail provision in edge-of and particularly out-of-centre locations.

Net Floorspace Capacity (m^2)	**2014**	**2018**	**2021**	**2030**
Convenience Goods (incl. food)	**1,100 - 1,300**	**1,150 - 1,400**	**1,400 - 1,700**	**2,200 - 2,600**
South Shields	1,850 - 2,200	1,900 - 2,250	1,975 - 2,350	2,225 - 2,700
Jarrow	10	25 - 30	75 - 90	225 - 275
Hebburn	1,675 - 2,000	1,700 - 2,050	1,700 - 2,050	1,825 - 2,200
Comparison/Durable Goods	**700**	**2,600**	**4,000**	**8,700**
South Shields	1,275 - 2,000	2,500 - 3,300	3,450 - 4,300	6,550 - 7,500
Jarrow	100	350	550	1,200
Hebburn	10	40	70	150

Source: South Tyneside Retail Study (GVA, October 2012)

South Shields Town Centre

1.4 Existing convenience goods retailing in South Shields town centre generates a £74.2m turnover in 2012, whilst comparison/durable goods turnover totals £99.7m rising to £168.3m by 2030. The baseline convenience spend on its own would only allow for up to 400m^2 growth capacity in South Shields by 2030, but allowing for the current £13.3m overtrading of the Coronation Street Asda store would suggest some capacity for growth in provision. The capacity for comparison goods shopping come 2030 would be broadly similar in scale to the current Waterloo Square development.

1.5 Additionally, there is considered to be some potential to enhance the town's market share through clawback of trade currently going to other stores such as the Simonside Tesco and Boldon Colliery Asda, which would suggest just about sufficient capacity to accommodate a new mainstream food-based convenience store, located centrally in the town centre to benefit from its anchor function, and with a similar convenience floorspace component to that of the Coronation Street Asda store (2,415m^2 net convenience).

1.6 Whilst there is considered to be some scope in quantitative terms improve South Shields' market share for comparison goods shopping, the prospects for achieving any substantive increase is limited. The town performs reasonably strongly in all sectors other than in terms of the quality of high street clothing and fashion which are potentially the most important determinant in residents' choice of shopping destination. Thus if the town is to enhance its market share retention levels it would need to build upon its existing (young people's) fashion offer by attracting genuine qualitative improvements through new quality national multiple retailers either re-occupying existing vacant units or through a comprehensive redevelopment scheme.

1.7 The study also suggests there is justification to support a new multiplex cinema in South Shields town centre (subject to the Customs House divesting of its cinema component), accompanied by national restaurant chains, thus significantly increasing dwell time in the town and offering a genuine family-orientated focus for the evening economy.

Jarrow Town Centre

1.8 Existing convenience goods retailing in Jarrow town centre generates a £48.3m turnover in 2012, whilst comparison/durable goods turnover totals about £14.1m, rising to £23.9m by 2030. The baseline convenience spend would only allow for up to around 300m^2 net growth capacity in Jarrow by 2030, whilst Hebburn is likely to tap into the residual £10.1m Morrisons overtrading and the scope for any market share enhancement through clawback is limited leaving no realistic scope for much additional new provision.

Hebburn Town Centre

1.9 Existing convenience goods retailing in Hebburn town centre generates a £9.8m turnover in 2012, whilst comparison/durable goods turnover totals only about £1m. The baseline convenience spend on its own would only allow for up to 91m^2 gross growth capacity in Hebburn by 2030, due to its existing relatively low market share for main food shopping in particular. The Station Road Asda (former Netto) store's limited range of goods means it predominantly performs a top-up shopping function (although the rebranding has had some qualitative benefits) and is trading at just below company benchmark level, so there is no overtrading surplus to allow for growth based on existing shopping patterns.

1.10 However, given their overlapping catchment areas, there is considered to be significant potential to enhance the town's market share through clawback of trade currently going to other stores such as the Jarrow Morrisons and Boldon Colliery Asda, as well as from expenditure leakage to the Pelaw Aldi store in East Gateshead. This would suggest just about sufficient capacity to accommodate a medium-sized new mainstream full range supermarket in the town centre.

1.11 Additionally, there may be minor qualitative scope for something a little larger through appropriate increases in top-up food market share (currently only 60.8% retention). However, the study considers there to be little scope for Hebburn or Jarrow to attract the appropriate type of comparison retail provision necessary to facilitate a significant quantitative or qualitative improvement in attraction. Similarly for leisure provision.

1.12 The study also advises that in maintaining the existing network of district and local centres to serve a largely top-up shopping function, significant quantitative enhancement of convenience provision should not be supported in the district centres through the emerging plan process, with the overriding planning and regeneration priorities being to deliver enhancements to foodstore provision in Hebburn and South Shields. Nevertheless, it does recommend that the Westoe Road North / Westoe Bridges shopping centre should be downgraded from a district to local centre in the shopping centre hierarchy, given the limitations in its retail offer and lack of a contiguous and identifiable centre (eg. due to residential infilling, proximity to South Shields town centre, etc.). It also recommends reviewing frontage policies within the district centres and formalising the boundaries of local shopping centres to help ensure clarity and certainty.

1.13 Additionally, the study recommends that a minimum local floorspace threshold of 150sqm net should be adopted for the purposes of impact assessments of both convenience and comparison retail proposals (lower than the 280sqm net floorspace threshold currently set out in the Tyne & Wear planning applications validation checklist and the NPPF's 2,500sqm threshold), largely due to the relatively small-scale top-up shopping function of district and local centres and to enable a balanced assessment to be made of the likely trading impacts of new provision on existing centres, whereas a larger locally-set threshold would potentially undermine the re-occupation of existing units.