

Impact considerations

The Applicant has submitted two reports: An Updated Retail and Leisure Statement (December 2018) and an Addendum (January 2019). In addition the Applicant's retail consultant has undertaken discussions with the Council's Principal Planning Policy Officer to ensure that the potential trading effects particularly on Waterloooville Town Centre have been thoroughly assessed.

Class D2 (leisure uses)

In respect of the proposed Class D2 uses, the assessments have examined the potential to accommodate a cinema, a bowling alley and/or a health and fitness club/gym. The capacity to support these uses is summarised in Table 1.

Table 1: Potential capacity for additional leisure uses by 2021

Use	Borough wide capacity
Cinema	6-8 screens
Bowling	Up to 21 lanes
Health and fitness/gym	Up to 10 outlets

None of these uses would materially impact on the health and vitality of Waterloooville Town Centre. There are no cinemas or bowling alleys operating within the town centre and while the Horizon Centre provides a range of recreation and leisure uses, this is provided by the local authority and is not aimed at the more specialist private health and fitness/gym sector of the market.

Class A1 (retail)

The Applicant has assessed the potential trading effects associated with the use of up to 4,000 sq.m. gross (2,800 sq.m. net) of comparison (non-food) retail space. This is predicted to achieve a total turnover in 2021 of approximately £15m at 2007 prices to enable comparison with the Council's Town Centre Retail and Leisure Study (2009). This turnover is based on the ability to sell any comparison goods from the development. Should a condition be imposed restricting the range of goods to predominantly bulky items the turnover would be reduced to £8.4m which would also have correspondingly lower impact on existing centres.

The various assessments assume that the development would draw the majority of the turnover from Havant West within which Waterloooville Town Centre and Cowplain District Centre are located. The analysis indicates that the town centre fails to retain a significant proportion of the comparison goods expenditure which is generated by residents within its primary catchment area. Between 2016 and 2021 it is estimated that in excess of £580m is potentially 'lost' from the town to competing centres and facilities many located outside of the Borough. On a broad brush basis retaining an additional 10% of the lost expenditure would generate between £11-12 million to support additional space in Waterloooville. The

scheme therefore has the potential to improve the Borough's ability to retain such expenditure supporting the local economy and providing employment opportunities while also reducing direct effects on the town centre.

The Applicant has tested a range of assumptions regarding the potential trade draw from the town centre as a whole. On a worse case basis it is estimated that a maximum of £6.62m of comparison goods expenditure (44% of the scheme's turnover) would be drawn from the town centre including Sainsbury's. This would equate to an impact of 2.9% in 2021. This is not considered likely to give rise to a significantly adverse impact on the town centre which would achieve a higher turnover level when compared with that achieved in 2016.

A proposed condition limiting the range of goods would ensure that the maximum impact on Waterlooville Town Centre would in fact be even lower at 1.6% in 2021.

The impact on Cowplain District Centre would be very small given its localised catchment and limited market share.