

Land South of Wallis Avenue, Rochdale, OL16 4PS

Planning & Retail Statement for
Lidl Great Britain Limited and Wilson Bowden Developments
July 2026
Our Ref: 25-03063



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Quality Assurance

This report has been prepared within the quality system operated at Rapleys LLP according to British Standard ISO 9001:2015.

We confirm that the undersigned is an appropriately qualified and experienced Chartered Planner experienced in the commercial property sector.

Created by: Edward Uwechue BA (Hons) MA MRTPI
Edward.uwechue@rapleys.com

Jake Challinor-Smith BSc (Hons) MSc MRTPI
J.challinorsmith@rapleys.com

Signature:

Jake Challinor-Smith
Jake Challinor-Smith (Jul 13, 2026 16:05:51 GMT+1)

Edward Uwechue
Edward Uwechue (Jul 13, 2026 16:10:50 GMT+1)

Checked by: Jonathan Harper MA (Hons) MTCP MRTPI AssocRICS
Jonathan.Harper@rapleys.com

Signature:

J. R. Harper
J. R. Harper (Jul 13, 2026 16:41:06 GMT+1)

1 INTRODUCTION

- 1.1 This Planning and Retail Statement has been prepared by Rapleys LLP (Rapleys), on behalf of Lidl Great Britain Limited (Lidl) and Wilson Bowden Developments, and is submitted in support of a full planning application for the erection of a new discount foodstore (Use Class E) with associated car parking and landscaping at Land south of Wallis Avenue, Rochdale, OL16 4PS. A Site Location Plan is attached at **Appendix 1**.
- 1.2 This application seeks full planning permission for the erection of a new Lidl foodstore (Use Class E) comprising 2,184 sq.m Gross Internal Area (GA) with a net sales area of 1,529 sq.m; 122 car parking spaces (including 6 disabled spaces, 9 Parent & Child spaces, 2 electric vehicle charging (EVC) spaces); and a trolley bay located adjacent to the store entrance.
- 1.3 This Statement addresses the planning and retail issues affecting the site through the consideration and assessment of the proposal against key national and local planning policies and material considerations. It also provides evidence of the unique nature of the Lidl discount operations and their complementary role to mainstream convenience retailers, by identifying relevant appeal decisions where this has been demonstrated.
- 1.4 The PRS should be read in conjunction with the following documents which also form part of this submission, in support of the proposed development:

Documents	Prepared by
Application Drawings	HTC Architects
Design & Access Statement	Rapleys
Statement of Community Involvement	Royal Pilgrim Communications
Transport Assessment and Travel Plan	Cora IHT
Flood Risk Assessment and Drainage Strategy	Cora IHT
Noise Impact Assessment	Miller Goodall
Air Quality Assessment	Miller Goodall
Ecological Impact Assessment	Enzygo
Biodiversity Metric and Statement	Enzygo
Landscape Plan	FDA
Energy Statement	DDA
Lighting Plan	Signify
Crime Impact Statement	GMP
Phase 1 and Phase 2	Remada

- 1.5 The submission documents demonstrate that the proposed development is acceptable and should be supported in planning terms. Therefore, planning permission should be forthcoming.
- 1.6 Against this background, the content of this Statement has been set out as follows:
1. Introduction;
 2. Site and Surroundings;
 3. Pre-application Consultation;
 4. Proposed Development;
 5. The Lidl Operation;
 6. Planning Policy Context;
 7. Sequential Site Assessment;
 8. Town Centre Health Overview;
 9. Retail Impact Assessment;
 10. Planning Assessment; and
 11. Summary and Conclusions.

2 SITE AND SURROUNDINGS

THE SITE

- 2.1 The site is approximately 0.86ha in size and is located to the south of Wallis Avenue. The site is currently vacant and consists of undeveloped land. The site is bound by Wallis Avenue and residential properties to the north, Michael Faraday Avenue to the east, Sir Isaac Newton Way to the south, and scrubland and The Hornet Pub to the west.
- 2.2 The surrounding area comprises a mix of uses. Residential properties are located further to the north, JD Sports Distribution Centre to the east, Kingsway Park High School to the south, and commercial and industrial units to the west.
- 2.3 The closest designated retail centre is Oldham Road / Woodbine Street Local Centre, which is located approximately 840m to the west. The site is therefore located in an out-of-centre location.
- 2.4 The site is located within the Kingsway Business Park Unitary Development Plan (2006) allocation.

ACCESS

- 2.5 The site currently has vehicular access from Wallis Avenue, though this just comprises the bell mouth of the access.
- 2.6 Footways are available on both sides of Sir Isaac Newton Way and Michael Faraday Avenue. The surrounding area benefits from a good level of pedestrian infrastructure.
- 2.7 There are frequent bus services available from bus stops in close proximity to the site along Sir Isaac Newton Way. These bus stops provide regular services to Rochdale Town Centre.

SITE CONSTRAINTS

- 2.8 The site does not contain any Listed or locally listed buildings, nor is it located in close proximity to a Conservation Area.
- 2.9 There are no Tree Preservation Orders ('TPO') within the site or the wider area.
- 2.10 The site is located in Flood Zone 1 (lowest risk of flooding) and within an area with low risk of surface water flooding.

PLANNING HISTORY

- 2.11 A search of the Council's online planning register reveals the following planning history.

Reference	Description	Decision
98/D35980	Erection Of Industrial/Commercial Units, Petrol Filling Station and Ancillary Road and Landscaping Development.	Refused 18 th March 2003
09/D52264	Outline Application With All Matters Reserved For A Proposed Business Park Comprising Buildings Within Development Plots C To X Inclusive As Shown On The Master Plan For : General And Light Industrial Use Classes B1 & B2, Offices In Use Class B1, Distribution And Storage In Use Class B8, Research And Development Facilities In Use Class B1, Hotels In Use Class C1 , Ancillary Retail And Leisure In Use Class A1-A5 & D2, Housing In Use Class C3.	Approved 13 th October 2009
14/00542/OUT	Outline application, with all matters reserved, for a mixed use business park comprising buildings within development plots as shown on the site location plan	Approved 22 nd August 2014

Reference	Description	Decision
	for General and Light Industrial Uses (Classes B1 and B2), Offices in the Use Class B1, Distribution and Storage Uses (Class B8), Research and Development Uses in Use Class B1, Car Showrooms (Sui Generis Use), Hotels in Use Class C1, Ancillary Retail and Leisure in Use Classes A1 - A5 and D2, and Residential in Use Class C3.	
23/01230/FUL	The erection of a Petrol Filling Station inclusive of 4 Jet Wash Bays, 1 Roll Over Car Wash and 12 EV charging bays, the erection of 2no. Drive-Thru units (Class E) with circulatory routes and associated car parking, landscaping, installation of substation and other works.	Refused 5 th December 2024

2.12 Application Ref. 23/01230/FUL was refused in December 2024. There were 5no. reasons. These reasons for refusal are summarised as follows:

- Failure to demonstrate compliance with the Retail Impact Test set out within the NPPF and the adopted Development Plan.
- The drive-thrus proposed would be contrary to adopted Development Plan policy aims to support healthy lifestyles.
- 24-hour operation of the Petrol Filling Station (PFS) and drive-thru café / restaurant would have an unacceptable impact on residential amenity.
- The application did not demonstrate the PFS would not result in pollution of ground water.
- The development does not achieve high quality urban design as it does not consider the site context, neighbouring uses, and is car dominated.

3 PRE-APPLICATION CONSULTATION

3.1 The NPPF outlines the need for effective consultation as part of the development process in association with the preparation of planning applications.

3.2 Lidl has undertaken pre-application consultation with both Rochdale Council and local residents. This consultation process has been extremely rewarding and has helped to refine the proposed development.

ENGAGEMENT WITH ROCHDALE BOROUGH COUNCIL

3.3 The applicant undertook pre-application consultation with the Local Planning Authority ('LPA'). This comprised a formal pre-application meeting between the applicant's development team and Tom Hiles (Principal Planning Officer). The meeting took place on 10th February 2026.

3.4 Written advice was received from the Council on 2nd March 2026. The advice is summarised as follows:

- **Principle of Development** – The Outline permission for Kingsway Business Park and draft Allocations DPD identify a Local Centre on the application site and adjacent site. Should the application support future development of a Local Centre, the principle of retail development would be supported. However, the layout of the proposal could raise concerns about the potential delivery of the Local Centre. Should the proposed layout remain unchanged, the scheme will be regarded as out-of-centre retail development, and the sequential and retail impact tests would apply.
- **Design** – The site layout should be designed to facilitate the future development of the adjacent site, and a high standard of design should be achieved.
- **Highways** – Highways raise no concerns in terms of access, servicing, parking or highways impacts. An alternative access off Sir Isaac Newton Way or Michael Faraday Avenue would not be desirable in terms of highway safety.

3.5 The planning application is supported by technical information and assessments that have been identified as necessary, in the pre-application feedback.

ENGAGEMENT WITH LOCAL COMMUNITY

3.6 The applicant also undertook consultation with the local community within which the application is proposed. This community consultation comprised:

- The delivery of 6,323 leaflets to surrounding addresses inviting people to view the proposals online and to provide feedback;
- A questionnaire for residents to fill out and return via pre-paid postage;
- A public exhibition was held at the Wellfield Working Men's Club, 1 Prince Street, Rochdale from 3pm to 7pm on 2nd June 2026; and
- A meeting held with Ward Councillors on 12th June 2026.

3.7 Further details on the public consultation undertaken is provided in the Statement of Community Involvement that accompanies the planning application.

4 PROPOSED DEVELOPMENT

- 4.1 The application seeks planning permission for the erection of a new Lidl foodstore with associated car parking and landscaping at the site. The Proposed Site Plan can be found at **Appendix 2**. Full details of the proposed development are presented on the drawings accompanying the submission which confirms:
- A new discount foodstore will be constructed;
 - A high-quality landscaping plan will be delivered; and
 - The provision of 122 car parking spaces.
- 4.2 The proposed Lidl store measures 2,184 sq.m gross internal area ('GIA') with a net sales area of 1,529 sq.m of which 1,223 sq.m (approx. 80% of sales floorspace) will be for convenience retail sales, meaning 306 sq.m (approx. 20% of sales floorspace) will be used for comparison retail sales.
- 4.3 The store is proposed to be located to the west of the site, with the car park to the east of the store building. The delivery bay will be located to the north of the site. The proposal also includes an acoustic fence to the north of the delivery bay, and landscaped buffer towards the residential properties to the north.
- 4.4 Vehicular access to the site is taken from Wallis Avenue, to the north of the site. The proposed car park will provide a total of 122 car parking spaces with 9 for Parent & Child, 2 electric vehicle charging spaces; with 6 car parking spaces being built to disabled standard.
- 4.5 The proposed Lidl store, and the overall site, will have a clean and contemporary design featuring a single height glazed entrance as well as a glazed elevation facing out onto the car park. The building also features areas of red brick on the east and south elevations, matching the surrounding materials.
- 4.6 The Design and Access Statement that accompanies this application appraises how the proposed development represents a suitable response to the site and its setting and demonstrates that the development can be appropriately accessed by prospective users.

5 THE LIDL OPERATION

- 5.1 This section provides an overview of the Lidl retail operation, including the position of the company within the UK retail market and its key trading characteristics.

POSITION WITHIN THE MARKET

- 5.2 Lidl commenced trading in the UK in November 1994 and, since that date, has grown to become a substantial presence in the convenience retail market, with over 1,000 stores nationwide. [The Kantar Worldpanel Grocery Market Share](#) data found that, as of May 2026, Lidl was the fifth largest convenience retailer in Great Britain, with a market share of 8.6%.

DISCOUNT FORMAT

- 5.3 The Lidl retail philosophy is centred on simplicity and maximum efficiency at every stage of the business, from supplier to customer, enabling the company to sell high-quality own brand products at the lowest prices. It is this format that has resulted in Lidl being classified by retail research company Verdict as a 'deep' or 'hard' discounter.
- 5.4 The 'deep discount' sector includes both Lidl and Aldi. 'Deep discounters' concentrate on selling a limited range of primarily own brand goods at extremely competitive prices. These retailers are therefore distinct from the 'mainstream' convenience retailers such as Tesco, Asda, Sainsbury's and Morrisons in the offer that they provide to shoppers.
- 5.5 Lidl is able to offer high-quality products at low prices through specific trading characteristics. This enables the retailer to achieve significant economies of scale that can then be passed on to the customer in the form of highly competitive prices. Other factors that enable Lidl to offer consistently low prices include the format of its stores and the approach taken to the display and sale of products.
- 5.6 The fact that Lidl provides a distinct offer to the main convenience retailers was recognised by the Competition Commission in its 2008 'Grocery Market Investigation'. The Glossary to the investigation report refers to Lidl as 'Limited Assortment Discounter' or 'LAD', which is defined as:

'Limited Assortment Discounters (i.e. grocery retailers offering noticeably lower prices than a conventional supermarket but which stock a limited range of products).'

- 5.7 Further reference is made to LAD stores at paragraph 3.3, page 30 of the investigation:

'Limited Assortment Discounters (LADs) carry a limited range of grocery products and base their retail offer on selling these products at very competitive prices. The three major LADs in the UK are Aldi, Lidl and Netto. Each of Aldi, Lidl and Netto carries in the region of 1,000 to 1,500 product lines in stores ranging from 500 to 1,500 sqm (Stores of a similar size operated by a large grocery retailer generally carry around 10,000 - 15,000 products).'

- 5.8 Paragraph 4.80 on page 70 of the Investigation report goes on to state that, due to the limited number of products carried by LADs, they are not close substitutes for other foodstores of a comparable size (i.e. they are different):

'The limited number of products carried by LADs stores means that these stores are not close substitutes for similarly-sized stores operated by CGL (Co-op), M&S, Sainsbury's, Somerfield and Tesco. In particular, we note that Aldi, Lidl and Netto stores typically sell fewer than 1,000 products. In comparison, large grocery retailers generally sell around 5,000 to 10,000 products in stores in the same size range as those operated by LADs (i.e. 500 to 1,400 sqm). The results of our entry analysis also show that Aldi, Lidl and Netto stores are not close substitutes for the stores of large grocery retailers.'

- 5.9 The findings of the Competition Commission's 2008 investigation therefore confirmed that Lidl does provide a different offer to the main food retailers.
- 5.10 This difference has also been acknowledged by the Secretary of State and Planning Inspectors in a number of appeal decisions relating to Lidl stores. In relation to a Secretary of State decision in the

London Borough of Merton (APP/T5720/V/04/1171394), the Planning Inspector in his report concluded that:

'The Lidl offer is materially different to that provided by the mainstream food retailers.'

- 5.11 Furthermore, it was recognised by another inspector (paragraph 17) when approving a new store in New Addington, Croydon (APP/L5240/A/07/2052053) that:

'The Lidl offer is materially different to that provided by the main food retailers and as a result ... would meet a qualitative need by extending consumer choice. Furthermore, it would add a new dimension to competition within the area.'

- 5.12 The decisions referred to above demonstrate that the different offer provided by discount foodstores, relative to the likes of Tesco and Sainsbury's, is now widely recognised and accepted.

LIMITED PRODUCT RANGE

- 5.13 Aside from the difference in pricing vis-à-vis the main convenience retailers, another characteristic of the Lidl business model is that Lidl carries a comparatively narrow range of primarily own brand products (around 90% of all products in store).
- 5.14 The majority of Lidl product lines consist of basic convenience goods, with a few recognised brands sold, in addition to a limited range of fresh fruit and vegetables and also pre-packed meats and frozen food stuffs. Lidl aims to keep the shopping experience simple for its customers and operates a 'no frills' policy by avoiding unnecessary packaging and presentation, including a basic store fit-out, all of which contributes to keeping the cost of products low.
- 5.15 Non-food items are limited to around 15-20% of floorspace in store. The non-food offer is mainly focused on household cleaning and health and beauty products. Lidl stores do receive a twice weekly delivery of non-food 'specials', which can range from garden equipment and small items of furniture to flat screen TVs. These non-food goods are sourced to ensure competitive prices, with the constant rotation of products, and they are provided on a 'when it's gone, it's gone' basis. Owing to the limited and constantly changing offer, the potential for impact upon other retailers is negligible.

NOT THE FULL RETAIL OFFER

- 5.16 Lidl stores also differ from other convenience retailers by not offering any of the following products or services:
- Fresh meat and fish counter;
 - Café/restaurant;
 - Delicatessen/cheese counter;
 - Hot food counter;
 - Pharmacy;
 - Dry-cleaning service;
 - Post Office services;
 - Photographic shop; and
 - Mobile phone shop.
- 5.17 Lidl does not offer any of the above products or services because they do not fit with the company's retail concept and business model. Lidl has a successful, proven format that works, and there is no intention to change it. The introduction of any of the products or services listed above could have an adverse impact on the prices offered to customers.
- 5.18 As a consequence of the Lidl business model, its customers tend to purchase part of their main grocery shop (i.e., basic staples) in store, taking advantage of the low prices, but then visit other retailers to purchase luxury food or more specialist items. This, combined with the fact that Lidl does not offer the products and services listed above that are found in many of the main convenience retailers as well as smaller local independents, means that its stores complement existing retail provision, while providing additional opportunity and choice for shoppers.

SHORTER TRADING HOURS

- 5.19 The standard opening hours for Lidl stores are also more limited than the main convenience retailers, as well as smaller independent convenience retailers. Generally, Lidl stores open in England for a core period of 08.00–22.00 Monday to Saturday (inclusive of Bank Holidays) and 10.00–16.00 on Sundays.
- 5.20 The more limited standard opening hours of Lidl stores are another factor underlining that Lidl does not compete to a significant degree with other retailers; in particular, smaller convenience retailers, many of which offer additional services and stay open for much longer periods.

STORE FORMAT

- 5.21 Lidl has an established store format that is integral to the success of its business model. The minimum store size that is required by Lidl for its operational requirements is circa 2,300 sq.m gross external area ('GEA'), which equates to a sales area of approximately 1,300 to 1,600 sq.m. Typically, Lidl requires all elements of its foodstores to be set out over a single level (unless there are unusual or exceptional circumstances). There are a number of reasons why this size of store is required.
- 5.22 A store of c.2,300 sq.m GEA allows for pallets to be easily moved directly from the delivery bay and placed in the sales area. This cannot be achieved in the same way in smaller stores, resulting in the need to break pallets down and stack more products on shelves, which consequently increases staff costs. Consequently, it is more difficult for Lidl to pass cost savings on to its customers, thereby impacting on its ability to deliver the benefits of discount retailing.
- 5.23 In addition, the standard store format has been purposefully designed in order to provide mobility impaired customers, the elderly and those with small children, space to move through the store easily. Lidl also places bulky goods on the sales floor to ensure that easy access to these items is maintained for all customers.
- 5.24 It has been recognised by the Secretary of State and Planning Inspectors that a single-level retail operation is an essential part of the Lidl business model and that, consequently, 'disaggregation' (breaking stores down into convenience and comparison retail elements) cannot be achieved without the benefits of the discount format being lost. In this respect, in relation to a Lidl scheme in Oxford (APP/G3110/A/04/1171310L05/1195688), the Inspector noted (paragraph 82) that:

'The fact that Lidl only sell a limited range of goods means there is no realistic scope for disaggregation. Lidl stores cannot be broken down into constituent parts...'

- 5.25 Major deviations from the set store format will incur significant additional costs, both in terms of initial build cost and operational maintenance. This can severely impact on the feasibility of a Lidl scheme; and prevent a store from being financially viable whilst providing customers with the discounted offer they expect. As such, significant deviation from the store model is only considered acceptable in very special circumstances.

LOCAL CATCHMENT

- 5.26 Lidl stores serve a relatively compact catchment area and are intended to provide a local shopping facility. The locational strategy of Lidl is for stores in urban areas, to serve an area that broadly equates to a 5-minute drivetime from the site. Owing to its limited offer, people do not tend to travel long distances to shop at Lidl. The catchment has regard to the nature of the settlement and surrounding area, the location of existing food retail provision within the catchment and consumer travel patterns.
- 5.27 As stated above, many customers use Lidl stores to purchase part of their main grocery shop (i.e. basic staples), often on foot, taking advantage of the low prices, but then visit other retailers to purchase luxury food or more specialist items that are not offered at Lidl (such as fresh fish). In addition, many Lidl customers also continue to visit smaller independent convenience stores close to their homes for top-up/basket shopping (for instance, buying a pint of milk or a loaf of bread) as well as to use services that are not provided by Lidl (such as dry cleaning, Post Office, and so on).

EMPLOYMENT OPPORTUNITIES

- 5.28 Lidl will employ around 40 staff in store. Lidl has a policy of employing local people from all backgrounds to work in its stores. This allows for a short commute to work and for staff to potentially work at short notice. The company is an equal opportunities employer with a strong social inclusion policy. The following extract is taken from Lidl's employee handbook, which sets out the company's equal opportunities stance:

'Lidl is an equal opportunities employer. We wish to ensure that employees are treated, trained and promoted, and job applicants are selected on the basis of their respective skills, talents, performance and experience, without reference to their sex, marital status, race, colour, nationality, ethnic origin or disability. Whilst the company strives to realise these principles, it is your responsibility to ensure that they are applied in practice. We will not tolerate any form of harassment and we will seek to ensure that your working environment is free from prejudice. Harassment at work is unlawful.'

- 5.29 Lidl is committed to investing in its staff and consistently offers one of the highest levels of pay in the UK supermarket sector. As of 1 March 2026, pay rises for store and warehouse staff saw entry-level hourly rates rise to £13.45 (£14.80 within the M25), which is substantially higher than the National Living Wage and the National Minimum Wage. Lidl staff also receive other benefits, such as a policy of no zero-hour contracts; a generous holiday package; and an in-store discount.
- 5.30 Furthermore, Lidl offers opportunities for career progression, through many different career paths and opportunities within the retail sector. These include managerial and administrative positions in addition to positions such as store assistants and cashiers. The company also runs comprehensive management development and training programmes, enhancing skills of staff and maximising staff retention.
- 5.31 When setting up a new store, Lidl brings in a manager from another store who ideally has links with the area. This is vital to provide the necessary experience and leadership during the training period of the new store staff. It is then the responsibility of the store manager and the district manager to recruit and train the necessary numbers of staff prior to the store opening. New staff are recruited from the local community using a variety of methods, including local newspaper advertisements, Job Centre advertisements and open days.

DELIVERIES

- 5.32 Lidl products are purchased throughout Europe and then packaged and distributed directly to the relevant Regional Distribution Centre ('RDC'), of which there are currently 14 in the UK, for onward distribution to its stores across the UK.
- 5.33 Lidl is mindful of the need to minimise any disturbance to neighbouring residents and landowners. To assist in achieving this, each store has only one or two dedicated deliveries per day. Each delivery is undertaken by one delivery vehicle, which carries all of the necessary products for the store, including freezer and chilled products. Furthermore, during these deliveries, the same delivery vehicle picks up any waste, which is stored internally in the warehouse. These delivery and waste pickup practices minimise disruption at the site and in the surrounding area.
- 5.34 Minimal noise is produced during deliveries, as delivery drivers are required to turn their engines off during the delivery; and the freezer and chilled products are carried using individual temperature-controlled units, which can be loaded onto the vehicle, meaning that there are no noisy air conditioning units fitted to the delivery vehicles. New stores also feature graded ramps in the delivery bay and manual dock levellers, negating the need for noisy scissor or tail lifts. The total unloading time for deliveries is approximately 45 minutes.

SUSTAINABILITY MEASURES

- 5.35 Lidl implements a variety of measures to minimise the environmental impact of its stores and to contribute toward sustainability objectives, including:

- Limiting deliveries to a maximum of two per day. Delivery vehicles are also used to remove waste from the store on their return journey to the RDC where the waste/recyclable material is sorted and managed centrally. This also helps to reduce vehicle trips and emissions;
- Lidl leads the sector in terms of recycling and waste to landfill reduction by recycling all paper/cardboard and plastic waste produced by the store. This means that over 80% of all waste produced in store is recycled;
- Lidl stores include highly efficient mechanical and electrical systems, which recover waste heat from the combustion process. All heating is regulated by sensors;
- New Lidl stores typically have roof mounted photovoltaic arrays, ensuring that a large proportion of the anticipated electricity demand for the store comes from a renewable source;
- Lidl stores use a manual dock leveller for deliveries, reducing noise emissions and energy use;
- Lidl car parks provide rapid charging vehicle spaces with further passive provision for future EV roll out;
- All Lidl stores are fitted with a 'Building Management System' incorporating movement sensors, Lux meters and thermostatic controls. This ensures that the back of house areas of the store are only lit when people are using them, that external lighting is only used when required and that the temperatures of the various areas within store are maintained at the correct levels. Energy efficient LED lighting is used and lighting within the sales area is cut back to one third before and after trading hours;
- Water consumption is carefully monitored, and flow control devices and water meters are fitted in all stores; and
- Car park lighting is designed in accordance with Lidl's 'Dark Sky' policy with light fittings carefully specified in order to keep light spill beyond the site boundary to a minimum, with Lux and timer controls fitted.

5.36 Lidl also produces and implements Travel Plans to promote sustainable transport choices.

5.37 Lidl communicates to staff and customers on a continual basis and encourages all stakeholders to implement environmentally friendly practices where possible.

SECURED BY DESIGN AND EQUALITIES ACT

5.38 Lidl designs its stores and sites to minimise anti-social behaviour and crime. Lidl provides open and well-lit schemes to deter criminal activity. Lidl will, if required, fit CCTV internally and/or externally to ensure the safety of staff, customers and property.

5.39 Lidl provides its customers with disabled car parking spaces that comply with the latest Equalities Act Regulations, ensuring all users of the store can manoeuvre as simply as possible. Lidl car parks are designed with the customer in mind to ensure that cars can pass easily into and around the car park. Disabled and parent & child spaces are positioned near the store entrance, in order to provide shorter walking distances from cars to the store.

SUMMARY

5.40 The key trading characteristics that distinguish Lidl from the mainstream convenience retailers and smaller independent retailers are therefore as follows:

1. **Restricted number of product lines** – Lidl sells a limited range of predominantly own brand goods, with customers visiting other stores for branded or luxury goods.
2. **Not the full retail offer** – Lidl does not provide the full retail offer. Only a limited range of comparison retail goods are sold and the constantly changing nature of 'non-food specials'

ensures that any impact on other retailers is not constant and is limited. Lidl stores do not offer the range of services provided by the mainstream food retailers or smaller independent stores.

3. **Small store size and localised catchment** – Lidl stores do not draw customers from a wide area.

4. **Shorter trading hours** – Lidl stores are not open 'all hours' and so do not attempt to compete with 24-hour mainstream food retailer operations and the extended opening times of local convenience stores.

5.41 The above factors ensure that the trading impacts of new Lidl stores on existing retailers and centres are limited.

5.42 Lidl stores also bring substantial benefits to an area, including: new discount convenience retail options; new highly competitive retail employment opportunities; and a store which is designed and operated in a manner which seeks to minimise disruption and promote sustainability.

6 PLANNING POLICY CONTEXT

- 6.1 This section sets out the relative planning policy context of the proposed development at both a national and local level.

NATIONAL POLICY

- 6.2 National planning policy is set out within the National Planning Policy Framework (December 2024, hereafter 'NPPF'), which is supplemented by the associated Planning Practice Guidance ('PPG').
- 6.3 At the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking. For decision taking this means:
- approving development proposals that accord with an up-to-date development plan without delay, or
 - where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - the application of policies in the NPPF that protect areas or assets of particular importance provide a clear reason for refusing the development proposed, or
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF, taken as a whole.
- 6.4 Section 4 of the NPPF ('Decision-making') advises that *'early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties'*, and that *'the more issues that can be resolved at the pre-application stage...the greater the benefits'*.
- 6.5 Section 6 of the NPPF ('Building a strong, competitive economy') states that *'significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.'*
- 6.6 Section 7 of the NPPF ('Ensuring the vitality of town centres') advises that policies and decisions should *'support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.'*
- 6.7 Section 8 of the Framework (Promoting healthy and safe communities) reaffirms the importance of creating safe, healthy and inclusive places by ensuring that the development encourages walking and cycling as well as active street frontages.
- 6.8 Section 9 of the NPPF ('Promoting sustainable transport') expects development to promote sustainable access. Paragraph 116 further states that *'development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.'*
- 6.9 Section 11 of the Framework (Making effective use of land) supports as much re-use as possible of previously developed land and vacant buildings for development such as retail.
- 6.10 Section 12 of the Framework (Achieving well-designed places) confirms that good design is a key aspect of sustainable development and creates better places in which to live and work. Good design also helps make development acceptable to communities.
- 6.11 Section 14 of the Framework (Meeting the challenge of climate change, flooding and coastal change) highlights the importance of supporting the reduction of emissions and encouraging the use of renewable and low carbon energy.
- 6.12 Section 15 of the Framework (Conserving and enhancing the natural environment) states that developments should not contribute to unacceptable levels of air or noise pollution and should remediate contaminated land, where appropriate.
- 6.13 Furthermore, the Planning Practice Guidance (PPG) on Town centres and retail provides further guidance in regard to the practical implementation of policies within the NPPF.

- 6.14 Paragraph 15 (Reference ID:2b-015-20190722) states that impact tests only apply to proposals exceeding 2,500 sq.m Gross External Area ('GEA') square metres gross of floorspace unless a different locally appropriate threshold is set by the local planning authority. In setting a locally appropriate threshold it will be important to consider the:
- Scale of proposals relative to town centres;
 - The existing viability and vitality of town centres;
 - Cumulative effects of recent developments;
 - whether local town centres are vulnerable;
 - Likely effects of development on any town centre strategy; and
 - Impact on any other planned investment.
- 6.15 Paragraph 15 also states that as a guiding principle, impact should be assessed on a like-for-like basis in respect of that particular sector (e.g., it may not be appropriate to compare the impact of an out of centre DIY store with small scale town-centre stores as they would normally not compete directly). Retail uses tend to compete with their most comparable competitive facilities.
- 6.16 Paragraph 17 (Reference ID:2b-017-20190722) states that the impact test will need to be undertaken in a proportionate and locally appropriate way, drawing on existing information where possible. Ideally, applicants and local planning authorities should seek to agree the scope, key impacts for assessment, and level of detail required in advance of applications being submitted.

THE DEVELOPMENT PLAN

- 6.17 The adopted Development Plan for Rochdale Borough Council consists of the Rochdale Core Strategy (2016), the Rochdale Borough Unitary Development Plan (2006), the Greater Manchester Joint Waste DPD (2012), the Greater Manchester Joint Minerals DPD, and the Places for Everyone Joint Development Plan (2024).
- 6.18 The Greater Manchester Joint Waste DPD (2012) and the Greater Manchester Joint Minerals DPD (2012) are not considered to be of direct relevance to this planning application.

Rochdale Core Strategy (2016)

- 6.19 The Rochdale Core Strategy was adopted in October 2016, setting out the long-term spatial strategy for the Borough.
- 6.20 The most relevant policies with the Core Strategy are set out below.
- 6.21 **Policy SP1 (Rochdale Borough's role in the city region)** outlines that Rochdale Borough will contribute to the success of the Manchester city region and the North West by playing its part in the delivery of sustainable development and investment that meets national and sub-regional objectives for housing and employment growth.
- 6.22 **Policy E1 (Establishing thriving town, district and local centres)** seeks to reinforce the retail hierarchy, while promoting high quality design to a scale which is appropriate to the size of the centre, taking into account the most up to date retail capacity figures.
- 6.23 Policy E1 also states that it will identify new local centres through the Allocations DPD, including at Kingsway Business Park. The requirement threshold for a supporting retail Impact is 2,000 sq.m.
- 6.24 **Policy E2 (Increasing jobs and prosperity)** states that Rochdale will ensure a sufficient supply of suitable land, buildings and infrastructure in the right places to support the creation and retention of successful businesses and increase the number and quality of jobs to create a more prosperous lower carbon economy.
- 6.25 **Policy E3 (Focusing on economic growth corridors and areas)** seeks to maximise growth in Rochdale town centre and Kingsway Business Park, including large, high quality serviced sites available on this major inward investment site for B1 (including B1 office)¹, B2 & B8 and other employment uses.

¹ Use Class B1 (including Offices) currently covered under Use Class E, as of 1st September 2020.

- 6.26 **Policy P1 (Improving image)** requires high quality design in all new developments, and this will be particularly important in the following areas, which are crucial to the image of the borough.
- 6.27 **Policy P2 (Protecting and enhancing character, landscape and heritage)** protects and enhances the borough's character, the distinctiveness of its town centres, housing areas and countryside, and the qualities of its landscapes, utilising the considerable potential of these assets in development and regeneration schemes.
- 6.28 **Policy P3 (Improving design of new development)** will require all new developments, including associated landscaping, regardless of location in the borough, to adhere to high standards of design. Design and access statements and design briefs must include demonstration of how these design principles have been taken into account in the design of development proposals.
- 6.29 **Policy G7 (Increasing the value of biodiversity and geodiversity)** will ensure that sites and features of biodiversity and geodiversity importance are given full and appropriate recognition and protection. Opportunities for enhancing biodiversity and geodiversity, creating new sites and features of interest and improving opportunities for public enjoyment will be supported. No development should result in a net loss of biodiversity or geodiversity interest in the borough and overall development in the borough should result in a net gain.
- 6.30 **Policy G8 (Managing water resources and flood risk)** outlines that the Council will ensure that new development does not lead to any form of increased flooding locally or further downstream.
- 6.31 **Policy T1 (Delivering sustainable transport)** states that the Council will ensure accessibility for all users (prioritising low and non-carbon modes of travel in line with the Accessibility Hierarchy) focusing particularly on town centres, economic growth corridors and regeneration areas
- 6.32 **Policy T2 (Improving accessibility)** seeks to improve accessibility by locating development where good access to public transport is available or can be provided, backed by measures to reduce the need for travel and effective provision for cyclists, pedestrians and people with impaired mobility. Development will be appropriately located to minimise the need to travel by car and the number and length of car trips made to access local amenities.
- 6.33 **Policy DM1 (General development requirements)** lists general development requirements to ensure proposals are of high-quality design and take the opportunity to enhance the quality of the area, while being compatible with surrounding land uses. Proposals will also be expected to mitigate against any impacts due to noise, air, dust, light and odour pollution, traffic generation or inadequate access, where such mitigation is identified as being necessary.

Rochdale Unitary Development Plan (2006)

- 6.34 The Rochdale Unitary Development Plan (UDP) was first adopted in 1999, however a review was undertaken in 2006, extending the plan period to 2016. Whilst the plan period for the UDP has now ended, the plan is still adopted until the new Site Allocations Development Plan Document is adopted.
- 6.35 **Policy EC/7 (Kingsway Business Park)** states that the Council will strictly apply the following criteria to the development of Kingsway Business Park:
- a) A high quality of built development in an attractive landscape setting, designed to be in sympathy with the topography and location of the site;
 - b) Retention, wherever possible, of those features which provide the site with its existing character, such as trees, hedges and watercourses;
 - c) A high standard of extensive landscaping within and around the site, including "buffer zones" between the surrounding residential areas and development in the site;
 - d) The creation of new, and extension of existing, public open space and informal recreation areas, including the extension and improvement of Stanney Brook Corridor and Park under policy UG/9;
 - e) The enhancement of the recreational and leisure potential of the site, including the Canal and any new open water areas that may be created as part of the development;
 - f) The protection and enhancement of the Stanney Brook Site of Biological Importance (in line with Policy NE/2 – Designated Sites of Ecological and Geological / Geomorphological Importance);

- g) The retention of existing 'rights of way' for pedestrian and cycle use. In order to enable development the diversion of 'rights of way' may be necessary, however their closure will only be allowed as a last resort;
- h) The preservation and continued productive use, wherever possible, of buildings of architectural or historical interest and their local settings;
- i) The protection, wherever possible, of existing property rights within and around the site, commensurate with the proposal;
- j) Vehicular access to the site to be from the A664 Kingsway and from Junction 21 of the M62 Motorway only. Significant improvements to the geometric layout of M62 junction 21 will be necessary;
- k) The site to be served by a main distributor road linking the A664 and Junction 21, which should avoid, wherever possible, important natural features and buildings and minimise its impact on surrounding areas;
- l) Adequate provision for public transport to and within the site;
- m) Small scale retail, financial and other office services will be allowed to serve the needs of employees in the Business Park;
- n) The preservation and enhancement or creation of other sites/features of ecological importance (e.g. habitats) wherever possible; and
- o) Limited residential development may be acceptable provided it is appropriate in scale, location, access and design.

6.36 **Policy S/8 (Retail Development Outside Town, District and Local Centres)** states that in areas outside town, district and local centres, new shops, other than shops to meet local needs and specialist shops, will only be permitted when:

- a) The application has demonstrated the need for the development;
- b) The applicant has demonstrated that the sequential approach to site selection has been adopted and that no suitable sites or buildings that are sequentially preferable are available or likely to become available within a reasonable period of time;
- c) The proposal, either by itself or together with recently completed developments or outstanding planning permissions, will not harm the vitality or viability of any town, district or local centre;
- d) The site is, or could be, widely accessible by existing or planned public transport provision and has good access to the Strategic Highway Network;
- e) It will not unduly affect the amenity of nearby residents or other uses by reason of noise, traffic generation and hours of opening; and
- f) The site is within the urban area and is well related to existing patterns of movement between residential areas and town, district and local centres and other major retail locations.

6.37 It should be noted that the requirement to demonstrate a need for retail development set out at part a above no longer forms part of national policy, and should therefore be disregarded from Policy S/8.

Places for Everyone (2024)

6.38 Places for Everyone is a long-term plan of nine Greater Manchester districts (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan) for jobs, new homes, and sustainable growth. It has been published by the Greater Manchester Combined Authority (GMCA) on behalf of the nine districts.

6.39 There are no policies of direct relevance to the application site and the development proposed, however the following general policies relate to the application.

6.40 **Policy JP-S 1 (Sustainable Development)** states development should aim to maximise its economic, social and environmental benefits simultaneously, minimise its adverse impacts, utilise sustainable construction techniques and actively seek opportunities to secure net gains across each of the different objectives.

6.41 **Policy JP-J 1 (Supporting Long-Term Economic Growth)** states a thriving, inclusive and productive economy will be sought in all boroughs.

- 6.42 **Policy JP-G 8 (Standards for Greener Places)** states development has a major role in helping to achieve such standards, both through on-site provision of green infrastructure and the creation or improvement of off-site green infrastructure.

EMERGING LOCAL PLAN

- 6.43 Rochdale Council is currently preparing a new Local Plan. A consultation on the Regulation 18 draft Local Plan was carried out in December 2025.
- 6.44 Within the draft policies map, the site is included within an Employment Zone.
- 6.45 **Policy PR9 (Employment Zones and Existing Employment Sites)** states that the Council will protect those existing employment zones and employment (Use Classes E(g)(ii) & (iii), B2 and B8) sites outside employment zones which are most suited to continued employment use.
- 6.46 The policy further states that uses other than employment will only be permitted in Employment Zones and on existing large employment sites outside employment zones (over 0.4 ha) where:
- a) There is a proven lack of demand for the site for a suitable employment use; or
 - b) The site is no longer suited in land use terms to any employment use; or
 - c) It will enable high-quality mixed-use employment development close to town centres or transport interchanges; or
 - d) It will help support the delivery of the Council's regeneration priorities in the area; or
 - e) Redevelopment of the site would enable reinvestment that will provide jobs in the borough; or
 - f) Development would remove a severe environmental problem.
- 6.47 Given that the plan is at Regulation 18 stage, only limited weight can be afforded to this policy.

7 SEQUENTIAL SITE ASSESSMENT

- 7.1 This section sets out the applicant's approach to the sequential site assessment taking into consideration the site's location and the requirements of national and local retail policy. The site is located within an 'out-of-centre' location in retail planning terms.
- 7.2 The NPPF, at paragraphs 91 and 92, requires that the sequential approach to site selection be applied to all development proposals for main town centre uses that are not located within a defined centre and are not in accordance with an up-to-date development plan.
- 7.3 Applications for main town centre uses should be located within a defined centre, then in edge-of-centre locations, and only if suitable sites are not available (or expected to become available within a reasonable period) should out-of-centre sites be considered.
- 7.4 When considering edge-of-centre and out-of-centre proposals, preference should be given to accessible sites which are well-connected to the town centre. The NPPF further requires applicants and local planning authorities to demonstrate flexibility on issues such as format and scale so that opportunities to utilise suitable town centre or edge-of-centre sites are fully explored.
- 7.5 Accordingly, given the site's out-of-centre location, a sequential assessment has been undertaken. The proposal is assessed against local and national policy requirements below.

METHODOLOGY

- 7.6 The 'Town Centres and Retail' section of the PPG provides guidance on the application and interpretation of the sequential test, and how the sequential test should be used in decision making (Paragraph: 011 Reference ID: 2b-011-20190722).

'It is for the applicant to demonstrate compliance with the sequential test (and failure to undertake a sequential assessment could in itself constitute a reason for refusing permission). Wherever possible, the local planning authority is expected to support the applicant in undertaking the sequential test, including sharing any relevant information. The application of the test will need to be proportionate and appropriate for the given proposal. Where appropriate, the potential suitability of alternative sites will need to be discussed between the developer and local planning authority at the earliest opportunity.'

The checklist below sets out the considerations that should be taken into account in determining whether a proposal complies with the sequential test:

- *with due regard to the requirement to demonstrate flexibility, has the suitability of more central sites to accommodate the proposal been considered? Where the proposal would be located in an edge of centre or out-of-centre location, preference should be given to accessible sites that are well connected to the town centre. It is important to set out any associated reasoning clearly.*
- *is there scope for flexibility in the format and/or scale of the proposal? It is not necessary to demonstrate that a potential town centre or edge of centre site can accommodate precisely the scale and form of development being proposed, but rather to consider what contribution more central sites are able to make individually to accommodate the proposal.*
- *if there are no suitable sequentially preferable locations, the sequential test is passed.*

In line with paragraph 86² of the National Planning Policy Framework, only if suitable sites in town centre or edge of centre locations are not available (or expected to become available within a reasonable period) should out-of-centre sites be considered. When considering what a reasonable period is for this purpose, the scale and complexity of the proposed scheme and of potentially suitable town or edge of centre sites should be taken into account.

Compliance with the sequential and impact tests does not guarantee that permission will be granted – all material considerations will need to be considered in reaching a decision.'

² Paragraph 86 refers to an earlier iteration of the NPPF. The latest relevant text is set out at paragraph 90 of the current NPPF (2024).

7.7 Paragraph 12 (Reference ID: 2b-012-20190722) of the PPG sets out how locational requirements should be considered in the sequential test:

'Use of the sequential test should recognise that certain main town centre uses have particular market and locational requirements which mean that they may only be accommodated in specific locations. Robust justification will need to be provided where this is the case, and land ownership does not provide such a justification.'

7.8 The requirements of the NPPF and the PPG have been fully considered and have informed the sequential assessment that has been undertaken for this planning application.

CATCHMENT AREA

7.9 As set out in Section 5 of this PRS, Lidl foodstores serve a relatively compact catchment area. Lidl's locational strategy is based on stores in urban areas serving a catchment typically equating to a 5-minute core catchment drivetime (off-peak) from the proposal site. A catchment plan is provided within **Appendix 3**.

7.10 Drawing on this approach, the applicant has undertaken a sequential site assessment appropriate to the proposal's catchment area. This encompasses the following centres:

- Rochdale Town Centre;
- Milnrow District Centre;
- Drake Street Local Centre;
- Milkstone Road Local Centre;
- Newhey Road/Huddersfield Road Local Centre;
- Milnrow Road/Pickup Street Local Centre;
- Oldham Road/Wood Street/Ainsworth Street Local Centre;
- Milkstone Road/Maldon Street Local Centre;
- The Strand Local Centre;
- Oldham Road/Charter Street Local Centre;
- Well I' Th' Lane Local Centre;
- Oldham Road/Woodbine Street Local Centre; and
- Milnrow Road/Pine Street Local Centre.

SCOPE OF THE ASSESSMENT

7.11 When addressing the sequential approach, both the applicant and the local planning authority must adopt realism and only consider sites which are 'suitable' for the development proposed by the applicant. The Supreme Court case, involving Tesco and Dundee Council (March 2012), considered the issue and definition of 'suitability', and the degree to which an application should demonstrate flexibility. The Judgment concluded that:

- the natural reading of each policy is that the word suitable, in the first criterion, refers to the *suitability of site for the proposed development* – it is the proposed development which will only be acceptable if no suitable site is available more centrally (paragraph 25), and
- the application of the sequential approach requires flexibility and realism from developers and retailers, as well as planning authorities (paragraph 28).

7.12 When determining what constitutes a suitable site, regard has to be given to the need that the proposal is intending to serve. The High Court Judgment, involving Warners Retail and Cotswold District Council (July 2014), confirmed that the Dundee Judgment applies in England.

7.13 The Judgment of Justice Ouseley in Aldergate Properties v Mansfield District Council (EWHC 1670 (Admin), 8 July 2016), further clarifies the context in which the 'suitability' and 'availability' of sites should be considered:

'Suitable' and 'available' generally mean suitable and available for the broad type of development which is proposed in the application by approximate size, type and range of goods' (Paragraph 35);

'This incorporates the requirement for flexibility in the NPPF, and excludes, generally, the identity and personal or corporate attitudes of an individual retailer' (Paragraph 35); and

'Available' must generally mean available for the type of retail use for which permission is being sought' (Paragraph 42).

- 7.14 Furthermore, regard should be had to the Tesco Stores Limited vs Stockport Borough Council High Court Judgment³, which confirms that locations falling outside a proposal's catchment do not need to be considered in sequential test terms.

SEQUENTIAL PARAMETERS

- 7.15 Rapleys has taken the above judgements into account in defining the parameters for assessing the suitability and availability of potentially sequentially preferable sites.
- 7.16 In this case, Lidl is the stated operator of the proposed foodstore. The broad type of development is therefore discount retail provision based on a limited assortment discount ('LAD' or 'deep discount') foodstore. Accordingly, the following parameters (set out in Section 5 of this PRS) have been identified, which reflect the broad range of development proposed having regard to the scale, nature and range of goods typically sold by a LAD retailer:
- i. A minimum total site area of 0.5ha, reflecting the need to provide the store, warehousing area and associated servicing, parking and landscaping requirements, as well as the additional road network;
 - ii. A site that can accommodate a minimum store size of 1,800 sq.m (GIA);
 - iii. A site that can allow for the safe manoeuvring of customer vehicles;
 - iv. A prominent site with the ability to attract passing trade;
 - v. A site that is able to offer adjacent surface level car parking, so that customers can easily transfer their shopping to their vehicles;
 - vi. A site that can accommodate a dedicated service area to the rear of the store and associated HGV deliveries and manoeuvres; and
 - vii. A single storey, open and unrestricted sales floor area which benefits from a generally level/flat topography, or which has the ability to be developed as such.
- 7.17 The above parameters reflect the minimum requirements necessary to accommodate a LAD foodstore, and they demonstrate reasonable flexibility in the consideration of potentially sequentially preferable sites within the defined catchment area.

SITE ASSESSMENT

- 7.18 In assessing and identifying any other potential sequentially preferable sites, for each of the centres within and directly adjacent to the catchment area, a review of the Rochdale Borough Council Development Plan Documents was undertaken, along with a review of relevant online property databases, inter alia, Nova Local, LoopNet, and Co-Star. An in-person visit to relevant locations has also been undertaken. The details of the sites assessed are contained within **Appendix 4**.
- 7.19 From a comprehensive review of the sources referred to above, it is clear that there are no suitable or available sequentially preferable sites within or on the edge of the defined retail centres.

SUMMARY

- 7.20 As set out above, a sequential assessment has been undertaken, considering potentially sequentially preferable sites and premises within the defined catchment area.
- 7.21 The assessment has found that there are no suitable or available sequentially preferable sites that are capable of accommodating the proposed development, even with the application of appropriate flexibility to the site search parameters.

³ Case No: CO/4855/2022 – Tesco Stores Limited vs Stockport Borough Council. Decision dated 11 December 2023.

- 7.22 The proposal therefore fully complies with the requirements of the NPPF and the PPG in relation to the sequential test.

8 TOWN CENTRE HEALTH OVERVIEW

- 8.1 As part of the application, Rapleys has undertaken an assessment of the health of the designated centres falling within and around the 5-minute drivetime core catchment of the proposed foodstore. The full catchment can be found at **Appendix 3**.
- 8.2 The Town Centre Health Check Assessment considers vacancy rates, diversity of uses, accessibility, crime rate and environmental quality to provide an indication of the overall health of each centre. The assessment relies on data collected during an in-person visit to each of the centres on 22nd April 2026, as well as other key sources of information.
- 8.3 An overview of the overall health of the centres can be found in the table below.

Centre	Overall Health
Rochdale Town Centre	Good
Milnrow District Centre	Good
Drake Street Local Centre	Good
Milkstone Road Local Centre	Good
Newhey Road/Huddersfield Road Local Centre	Very Good
Milnrow Road/Pickup Street Local Centre	Adequate
Oldham Road/Wood Street/Ainsworth Street Local Centre	Adequate
Milkstone Road/Maldon Street Local Centre	Good
The Strand Local Centre	Very Good
Oldham Road/Charter Street Local Centre	Good
Well I' Th' Lane Local Centre	Very Good
Oldham Road/Woodbine Street Local Centre	Very Good
Milnrow Road/Pine Street Local Centre	Adequate

- 8.4 As demonstrated above, all of the centres have been assessed to be of at least adequate health, with a number of them demonstrating good or very good health.
- 8.5 The full Health Check Assessments for each centre can be found at **Appendix 5**.

9 RETAIL IMPACT ASSESSMENT

- 9.1 This section sets out the applicant's approach to the retail impact assessment taking into consideration the site's location and the requirements of national and local retail policy.

PROPOSED FOODSTORE

- 9.2 The proposed single-storey foodstore will have a gross internal area ('GIA') of 2,184 sq.m, of which 1,529 sq.m will be sales area. The sales area will incorporate an 80:20 split between convenience and comparison retail floorspace; 1,223 sq.m will be dedicated to convenience retail sales and 306 sq.m will be used for comparison retail sales.

POLICY REQUIREMENT

- 9.3 The starting point for determining a planning application is Section 70(2) of the Town and Country Planning Act 1990 and Section 38(6) of the Planning and Compulsory Purchase Act 2004, which confirm that planning applications *'must be determined in accordance with the development plan, unless material considerations indicate otherwise'*.
- 9.4 The NPPF advises that retail proposals not located within an existing centre should be assessed according to their impact (if any) on existing centres. Impact assessments should be provided for all proposals over 2,500 sq.m (if there are not locally set thresholds) when the proposal is not located within an existing centre and not in accordance with an up-to-date development plan.
- 9.5 Core Strategy Policy E1 (Establishing thriving town, district and local centres) outlines a locally set retail impact threshold of 2,000 sq.m. Consequently, a retail impact assessment in support of the proposed development is required.
- 9.6 Paragraph 94 of the NPPF states that, when assessing applications for retail development outside of defined centres, the following factors should be assessed:
- The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
 - The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area.

CATCHMENT AREA OF THE PROPOSED LIDL FOODSTORE

- 9.7 Lidl stores typically serve a compact core catchment equating to a 5-minute (off-peak) drivetime, which reflects the fact that they provide a neighbourhood shopping facility, given their comparatively limited retail offer. A plan showing the catchment area of the proposed Lidl store is provided within **Appendix 3**.

QUANTITATIVE IMPACT ASSESSMENT

- 9.8 An assessment of the impacts on existing centres / facilities has been undertaken in accordance with the planning practice guidance. The steps that should be taken are as follows:
- Calculate available convenience and comparison retail goods turnover within the proposal's catchment area.
 - Calculate benchmarked turnovers (company average) for existing stores within the proposal's core catchment area and from areas residents from the core catchment area are currently likely to be travelling to.
 - Calculate benchmarked turnover (company average) of any other stores which may be affected by the development proposed.
 - Calculate the benchmarked turnover of the proposed foodstore.
 - Set out the likely trade diversion and impact position of the proposal and any identified commitments clearly, along with any associated assumptions or reasoning, including in respect of quantitative and qualitative issues.
 - Outline proportionate conclusions: for example, it may be sufficient to give a broad indication of the proportion of the proposal's trade draw likely to be derived from different centres and

facilities in the catchment area. Set out the likely consequences for the vitality and viability of existing retail facilities and town centres.

9.9 With the above considerations in mind, a quantitative assessment is set out within a series of Tables in **Appendix 6** and described below.

9.10 A price base of 2024 has been used for monetary figures. The base year for the economic assessment is 2026, with a forecast date of 2031. Where appropriate, population and expenditure growth forecasts were sourced from Experian Micromarketer and Experian's Retail Planner Briefing Note 23 (March 2026). The turnover of the proposed Lidl store is based on benchmarked sales densities, sourced from GlobalData (October 2025). GlobalData's price base has been adjusted from 2025e⁴ to 2024 in order to match Experian's 2024 price base.

PROPOSED STORE – BENCHMARK TURNOVER

9.11 The benchmarked turnover of the proposed Lidl store is summarised within Table 9.1 below.

Table 9.1. Proposed Lidl Store Benchmarked Turnover					
	Total Sales Floorspace (sq.m)	Benchmark Turnover (£/sq.m)	Total Store Turnover 2024 (£m)	Total Store Turnover 2026 (£m)	Total Store Turnover 2031 (£m)
Convenience Retail Goods	1,223	£8,585	£10.50	£10.43	£10.43
Comparison Retail Goods	306	£4,620	£1.41	£1.43	£1.59
Total	1,529	-	£11.91	£11.86	£12.02

Source: **Appendix 6** – Table 4.

PLANNING COMMITMENTS / NEW STORES

9.12 At the time of writing, Rapleys are not aware of any retail planning commitments within the proposal's 5-minute drivetime catchment area.

POPULATION FORECASTS

9.13 Table 1 within Appendix 6 sets out the existing resident population and forecast population growth within the 5-minute drivetime core catchment area of the proposed development. This information is sourced directly from Experian. Table 9.2, below, details the population forecasts over the period to 2031.

Table 9.2. Population Forecasts						
	2026	2027	2028	2029	2030	2031
Core Catchment Area	43,456	43,685	43,916	44,175	44,428	44,691

Source: **Appendix 6** – Table 1.

EXPENDITURE PER CAPITA & GROWTH ASSUMPTIONS

9.14 The annual expenditure per capita for convenience and comparison retail goods is sourced from Experian (June 2026). As per Experian's reporting, this information has a base year of 2024. Per capita growth assumptions for both convenience and comparison goods have been applied to the 2024 base year figures. Growth assumptions have been sourced from the latest Experian Retail Planner Briefing Note 23 (March 2026).

9.15 Growth assumptions take into account predicted annual growth in consumer convenience and comparison retail goods spending from the 2024 base year to 2031. An allowance (a percentage subtraction) for internet-based shopping expenditure (Special Forms of Trading, or 'SFT') has also been taken into account.

⁴ e - Estimate

- 9.16 Internet (SFT) based per capita expenditure is subtracted from the total per capita expenditure on the basis that internet-based shopping transactions typically occur at locations outside the defined study area (warehouse/distribution centre-based sales that are delivered to the consumer). The approach for subtracting SFT from per capita spending is a widely tested and accepted methodology.
- 9.17 A full assessment of available per capita expenditure is contained within Table 2 of **Appendix 6**.

TOTAL AVAILABLE CONVENIENCE AND COMPARISON GOODS EXPENDITURE

- 9.18 The total available expenditure is the sum of per capita spending multiplied by the population within the proposal's core catchment area Table 9.3 summarises the total available convenience and comparison retail goods expenditure within this area.

Table 9.3. Available Convenience & Comparison Retail Goods Turnover within Core Catchment Area (£m)		
	2026	2031
Convenience Retail Goods	£96.37	£97.40
Comparison Retail Goods	£104.09	£117.20
Total	£200.47	£214.60

Source: **Appendix 6** – Tables 3. Excludes SFT.

BASE POSITION - EXISTING STORE / TOWN CENTRE TURNOVERS

- 9.19 As part of the assessment, benchmarked turnovers of existing stores within the proposal's 5-minute core catchment and foodstores residents within this catchment are likely to currently shop at, have been calculated based on GlobaData and estimated sales densities for national multiple and local retailers.
- 9.20 Existing convenience and comparison retail goods turnovers for existing centres and stores are derived from benchmarked turnovers as outlined within Table 6 of Appendix 6. Benchmarked turnovers are summarised within Table 9.4, below.

Table 9.4. Benchmarked Retail Goods Turnovers of Existing Facilities (£m)				
	Assessment Years			
LOCATIONS	Pre-Development Conv. Turnover 2026 (£m)	Pre-Development Comp. Turnover 2026 (£m)	Pre-Development Conv. Turnover 2031 (£m)	Pre-Development Comp. Turnover 2031 (£m)
Rochdale Town Centre				
M&S Foodhall	£6.70	£0.59	£6.70	£0.62
Iceland	£5.61	£0.01	£5.61	£0.01
B&M Store	£2.64	£4.85	£2.64	£5.05
Home Bargains	£0.95	£1.64	£0.95	£1.71
Other Convenience Retail Goods Stores	£0.99	£0.14	£0.99	£0.14
Other Comparison Retail Goods Stores		£69.00		£71.86
Sub-Total	£16.90	£76.23	£16.90	£79.39
Milnrow District Centre				
Co-op, Dale Street	£6.06	£1.11	£6.06	£1.15
Other Convenience Retail Goods Stores	£0.42	£0.01	£0.42	£0.01

Table 9.4. Benchmarked Retail Goods Turnovers of Existing Facilities (£m)

Other Comparison Retail Goods Stores		£1.44		£1.50
Sub-Total	£6.49	£2.56	£6.49	£2.66
Local Centres				
Newhey Road/ Huddersfield Road	£0.76	£0.32	£0.76	£0.33
The Strand	£1.27	£0.27	£1.27	£0.28
Drake Street	£0.67	£0.04	£0.67	£0.04
Milkstone Road	£1.98	£0.75	£1.98	£0.79
Milkstone Road/ Pickup Street	£0.42	£0.01	£0.42	£0.01
Oldham Road/ Wood Street	£0.24	£0.22	£0.24	£0.23
Milnrow Road/ Pine Street	£0.24	£0.19	£0.24	£0.20
Milkstone Road/ Maldon Street	£0.00	£0.41	£0.00	£0.43
Oldham Road/ Woodbine Street	£0.31	£0.01	£0.31	£0.01
Oldham Road/ Charter Street	£1.03	£0.44	£1.03	£0.46
Well I' Th' Lane	£3.08	£0.04	£3.08	£0.05
Sub-Total	£9.99	£2.69	£9.99	£2.80
Edge / Out of Centre Locations				
Asda, Dane Street, Rochdale, OL12 6XT	£36.56	£12.87	£36.56	£13.40
Asda, Kingsway Retail Park, Rochdale, OL16 5AF	£6.27	£0.54	£6.27	£0.56
B&M Store, Kingsway Retail Park, Rochdale, OL16 5AF	£1.34	£2.45	£1.34	£2.55
The Food Warehouse (by Iceland), Kingsway Retail Park, Rochdale, OL16 5AF	£4.48	£0.30	£4.48	£0.32
Morrisons, Kingsway, Rochdale, OL16 4AT	£36.20	£4.57	£36.20	£4.76
Aldi, Elizabethan Way, Rochdale, OL16 4HD	£9.12	£1.64	£9.12	£1.71
Aldi, Entwisle Road, Rochdale, OL16 2HZ	£7.71	£1.39	£7.71	£1.45
Aldi, Mellor Street, Rochdale, OL12 6XD	£10.03	£1.81	£10.03	£1.88
Lidl, Spotland Road, Rochdale, OL12 6TS	£8.41	£1.21	£8.41	£1.26
Home Bargains, The Point Retail Park, Rochdale, OL16 1TS	£1.87	£3.26	£1.87	£3.39
Farmfoods, Whitworth Road, Rochdale, OL12 0TY	£2.54	£0.30	£2.54	£0.32
B&M Homestore, Whitworth Road, Rochdale, OL12 0EU	£2.66	£6.51	£2.66	£6.78
Other Convenience Retail Goods Stores	£1.90	£0.17	£1.90	£0.18
Other Comparison Retail Goods Stores	£0.00	£3.34	£0.00	£3.47

Table 9.4. Benchmarked Retail Goods Turnovers of Existing Facilities (£m)

Sub-Total	£129.10	£40.37	£129.10	£42.04
OVERALL TOTAL	£162.48	£121.85	£162.48	£126.89

Source: *Appendix 6 – Table 6.*

- 9.21 Table 9.4 above demonstrates limited convenience and comparison retail goods offers in many designated Local Centres. The most comparable retailers to the proposed development are in out-of-centre locations. These retailers are afforded limited to no planning policy protection from retail development.

TRADE DIVERSION AND IMPACT – CONVENIENCE AND COMPARISON RETAIL GOODS

- 9.22 The full quantitative trade diversion patterns for all assessed centres and other locations, both within and outside the proposal's core catchment area, can be found within Table 7 of Appendix 6. Total diversion and impact patterns are summarised in Table 9.5 below.

Table 9.5. Predicted Trade Diversion and Impact – Convenience and Comparison Retail Goods (£m) (%)

LOCATIONS	Diversion 2026 (£m)	Diversion 2031 (£m)	Impact 2026 (£m)	Impact 2031 (£m)
Rochdale Town Centre				
M&S Foodhall	£0.03	£0.03	0.36%	0.36%
Iceland	£0.10	£0.10	1.85%	1.85%
B&M Store	£0.03	£0.03	0.35%	0.34%
Home Bargains	£0.03	£0.03	1.01%	0.98%
Other Convenience Retail Goods Stores	£0.00	£0.00	0.00%	0.00%
Other Comparison Retail Goods Stores	£0.07	£0.08	0.10%	0.11%
Sub-Total	£0.25	£0.26	0.27%	0.27%
Milnrow District Centre				
Co-op, Dale Street	£0.34	£0.34	4.76%	4.78%
Other Convenience Retail Goods Stores	£0.00	£0.00	0.00%	0.00%
Other Comparison Retail Goods Stores	£0.00	£0.00	0.25%	0.27%
Sub-Total	£0.34	£0.35	3.81%	3.81%
Local Centres				
Newhey Road/ Huddersfield Road	£0.00	£0.00	0.00%	0.00%
The Strand	£0.00	£0.00	0.00%	0.00%
Drake Street	£0.00	£0.00	0.00%	0.00%
Milkstone Road	£0.00	£0.00	0.00%	0.00%
Milkstone Road/ Pickup Street	£0.00	£0.00	0.00%	0.00%
Oldham Road/ Wood Street	£0.00	£0.00	0.00%	0.00%
Milnrow Road/ Pine Street	£0.00	£0.00	0.00%	0.00%
Milkstone Road/ Maldon Street	£0.00	£0.00	0.00%	0.00%
Oldham Road/ Woodbine Street	£0.00	£0.00	0.00%	0.00%
Oldham Road/ Charter Street	£0.00	£0.00	0.00%	0.00%
Well I' Th' Lane	£0.13	£0.13	4.17%	4.16%

Table 9.5. Predicted Trade Diversion and Impact – Convenience and Comparison Retail Goods (£m) (%)

Sub-Total	£0.13	£0.13	**	**
Edge/ Out of Centre Locations (1)				
Asda, Dane Street, Rochdale	£0.03	£0.03		
Asda, Kingsway Retail Park, Rochdale	£1.65	£1.67		
B&M Store, Kingsway Retail Park, Rochdale	£0.18	£0.18		
The Food Warehouse (by Iceland), Kingsway Retail Park	£0.52	£0.52		
Morrisons, Kingsway, Rochdale	£2.29	£2.31		
Aldi, Elizabethan Way, Rochdale	£4.50	£4.58		
Aldi, Entwisle Road, Rochdale	£0.47	£0.48		
Aldi, Mellor Street, Rochdale	£0.03	£0.03		
Lidl, Spotland Road, Rochdale	£0.14	£0.14		
Home Bargains, The Point Retail Park, Rochdale	£0.03	£0.03		
Farmfoods, Whitworth Road, Rochdale	£0.03	£0.03		
B&M Homestore, Whitworth Road, Rochdale	£0.03	£0.03		
Other Convenience Retail Goods Stores	£0.03	£0.03		
Other Comparison Retail Goods Stores	£0.03	£0.03		
Sub-Total	£9.94	£10.08		
Inflow	£1.19	£1.20		
OVERALL TOTAL	£11.86	£12.02		

Source: **Appendix 6 – Table 7.** ** Trade diversion and impact on only one Local Centre. Trade Diversion/ impact already indicated within relevant entry. (1) Edge/ Out-of-centre impact blanked out, as impact on these locations is not a material consideration.

- 9.23 Retailers tend to primarily compete with other retailers offering a similar range of goods and / or of a similar scale. The proposed development, as a discount operator, is inherently more likely to compete with larger foodstores offering a similar 'value' proposition, and / or other discount foodstores. Furthermore, impact on any given retail centre should be considered on the centre as a whole and not on any one individual store.
- 9.24 It should be noted that the in-centre Iceland is the only potentially comparable food retailer - albeit specialising in frozen retail goods – within Rochdale Town Centre; and that the proposal's core catchment area does not fully extend across the whole centre. Given the lack of comparable retailers and the Centre being situated on the outer limits of the proposal's core catchment area, it is considered that trade diversion from Rochdale Town Centre will be limited.
- 9.25 Total trade diversion from Rochdale Town Centre will be £0.25m (2026), rising to £0.26 by 2031. Total impact on this centre will be no more than 0.3% (2026). Further, there will be no impact on any individual store higher than 1.85% (Iceland). Overall, it is considered that the proposed development will not have a significant adverse impact on the vitality and viability of Rochdale Town Centre.
- 9.26 Trade diversion from Milnrow District Centre will be limited to £0.34m and £0.35 in 2026 and 2031 respectively. Impact on this centre will be 3.81%. The only predicted trade diversion will be from the Co-op on Dale Street. However, this store will continue to trade well, at circa. £6.83m in 2026. Consequently, it is considered that the proposed development will not have a significant adverse impact on the vitality and viability of Milnrow District Centre.

- 9.27 Comparable retailer offerings within existing Local Centres are extremely limited, with many centres having an inadequate range of small convenience stores, predominantly catering for localised top-up shopping trips. It is considered that the proposed development will only divert £0.13m (2026 / 2031) from Well 'I' Th' Lane Local Centre, with no trade diverted from any other centre. Impact on Well 'I' Th' Lane Local Centre will be 4.17% or less. It is considered that the proposed development will not have a significant adverse impact on the vitality and viability of any one Local Centre.
- 9.28 Most of the proposal's trade will be generated from the existing Aldi on Entwisle Road, Morrisons at Kingsway, and the Asda and The Food Warehouse (by Iceland) at Kingsway Retail Park; as these stores are the nearest comparable retailers within the proposal's core catchment area. These locations are not within a defined retail centre and are therefore afforded limited to no planning policy protection from competition. In total, £9.94m of the proposal's 2026 turnover will be generated from out-of-centre stores.
- 9.29 On the basis of the above, it is considered that no assessed retail centre will experience any significant adverse impacts to their vitality and viability. The development is therefore considered to be fully compliant with paragraph 94 of the NPPF and Core Strategy Policy E1.

TRADE DIVERSION AND IMPACT – CONVENIENCE RETAIL GOODS ONLY

- 9.30 Table 9.6 focuses just on the proposal's convenience retail goods trade diversion and impact patterns on accessed retail centres and existing retail operators.

Table 9.6. Predicted Trade Diversion and Impact – Convenience Retail Goods Only (£m) (%).

LOCATIONS	Diversion 2026 (£m)	Diversion 2031 (£m)	Impact 2026 (%)	Impact 2031 (%)
Rochdale Town Centre				
M&S Foodhall	£0.03	£0.03	0.39%	0.39%
Iceland	£0.10	£0.10	1.86%	1.86%
B&M Store	£0.03	£0.03	0.99%	0.99%
Home Bargains	£0.03	£0.03	2.75%	2.75%
Other Convenience Retail Goods Stores	£0.00	£0.00	0.00%	0.00%
Other Comparison Retail Goods Stores				
Sub-Total	£0.18	£0.18	1.08%	1.08%
Milnrow District Centre				
Co-op, Dale Street	£0.31	£0.31	5.16%	5.16%
Other Convenience Retail Goods Stores	£0.00	£0.00	0.00%	0.00%
Other Comparison Retail Goods Stores				
Sub-Total	£0.31	£0.31	4.82%	4.82%
Local Centres				
Newhey Road/ Huddersfield Road	£0.00	£0.00	0.00%	0.00%
The Strand	£0.00	£0.00	0.00%	0.00%
Drake Street	£0.00	£0.00	0.00%	0.00%
Milkstone Road	£0.00	£0.00	0.00%	0.00%
Milkstone Road/ Pickup Street	£0.00	£0.00	0.00%	0.00%
Oldham Road/ Wood Street	£0.00	£0.00	0.00%	0.00%
Milnrow Road/ Pine Street	£0.00	£0.00	0.00%	0.00%
Milkstone Road/ Maldon Street	£0.00	£0.00	0.00%	0.00%

Table 9.6. Predicted Trade Diversion and Impact – Convenience Retail Goods Only (£m) (%).				
Oldham Road/ Woodbine Street	£0.00	£0.00	0.00%	0.00%
Oldham Road/ Charter Street	£0.00	£0.00	0.00%	0.00%
Well I' Th' Lane	£0.13	£0.13	4.23%	4.23%
Sub-Total	£0.13	£0.13	**	**
Edge/ Out of Centre Locations				
Asda, Dane Street, Rochdale	£0.03	£0.03		
Asda, Kingsway Retail Park, Rochdale	£1.51	£1.51		
B&M Store, Kingsway Retail Park, Rochdale	£0.10	£0.10		
The Food Warehouse (by Iceland), Kingsway Retail Park	£0.52	£0.52		
Morrisons, Kingsway, Rochdale	£2.09	£2.09		
Aldi, Elizabethan Way, Rochdale	£3.86	£3.86		
Aldi, Entwisle Road, Rochdale	£0.42	£0.42		
Aldi, Mellor Street, Rochdale	£0.03	£0.03		
Lidl, Spotland Road, Rochdale	£0.10	£0.10		
Home Bargains, The Point Retail Park, Rochdale	£0.03	£0.03		
Farmfoods, Whitworth Road, Rochdale	£0.03	£0.03		
B&M Homestore, Whitworth Road, Rochdale	£0.03	£0.03		
Other Convenience Retail Goods Stores	£0.03	£0.03		
Other Comparison Retail Goods Stores	£0.00	£0.00		
Sub-Total	£8.76	£8.76		
Inflow	£1.04	£1.04		
OVERALL TOTAL	£10.43	£10.43		

Source: **Appendix 6** – Table 7. ** Trade diversion and impact on only one Local Centre. Trade Diversion/ impact already indicated within relevant entry. (1) Edge/ Out-of-centre impact blanked out, as impact on these locations is not a material consideration.

- 9.31 Table 9.6 demonstrates that the proposal's impact on convenience retail goods trade within Rochdale Town Centre will be less than 1.10%, whilst impact on Milnrow District Centre will be less than 5%. Further, only one Local Centre (Well I' Th' Lane) will experience minor trade diversion, resulting in an impact just above 4.2%. Overall, and on balance, it is considered that the proposed development will not have a significant adverse impact on the vitality and viability of Rochdale Town Centre, Milnrow District Centre, and Well I' Th' Lane Local Centre. The development is therefore considered to be fully compliant with paragraph 94 of the NPPF and Core Strategy Policy E1.

IMPACT OF THE PROPOSAL ON EXISTING, COMMITTED AND PLANNED PUBLIC AND PRIVATE INVESTMENT IN A CENTRE OR CENTRES IN THE CATCHMENT AREA OF THE PROPOSAL

- 9.32 At the time of the application's submission, it is not considered that there are any existing, committed, and planned public and private investments in a centre or centres in the catchment area of the proposal which the Lidl development would have a significant adverse impact upon.
- 9.33 Accordingly, the development is considered to be fully compliant with this criterion of paragraph 94 of the NPPF.

SUMMARY

- 9.34 It has been demonstrated that the application proposal will not have a significant adverse impact on the vitality and viability of any defined centre.
- 9.35 The proposal will deliver many benefits for local residents, including an improved range and choice of convenience goods in Rochdale, increased employment opportunities, reduced journey times for residents, and increased scope for use of sustainable modes of transport.
- 9.36 The application site is the only sustainable opportunity outside of a defined centre which can accommodate the proposed Lidl foodstore.
- 9.37 In summary, it is considered that the proposal is in accordance with the NPPF, the PPG and all relevant retail related Local Plan policies.

10 PLANNING ASSESSMENT

10.1 From the preceding review and analysis of the planning policy, guidance and material considerations relevant to the site and the proposals, the key planning issues relevant to the determination of this application are as follows:

- Principle of Development;
- Retail Policy Issues;
- Economic Benefits;
- Transportation and Highways;
- Design and Layout;
- Noise;
- Air Quality;
- Flood Risk and Drainage;
- Landscaping;
- Ecology and Biodiversity; and
- Energy and Sustainability.

PRINCIPLE OF DEVELOPMENT

10.2 The site is located within the Kingsway Business Park, allocated through Policy EC/7 in the Rochdale UDP (2006).

10.3 Part (m) of Policy EC/7 allows for small scale retail to serve the needs of the employees in the business park.

10.4 Policy E1 of the Core Strategy states that locations for new Local Centres will be identified through the Allocations DPD, including a centre at Kingsway Business Park. Whilst the Allocations DPD is not currently being progressed, the most recent Outline permission for the wider area (Application Ref. 14/00542/OUT), identifies the planning application site for retail use (Plot U2) in line with the policy aspirations of Policy E1.

10.5 It is considered that the development of a Lidl store in this location will support the delivery of a Local Centre in this location, by providing a convenience shopping facility for the local area. This use will complement the existing Hornet Public House, which sits to the west. The plot that sits between the planning application site and the Hornet Public House, also provides an opportunity use to come forward, in due course, which will complement the supermarket and pub. This will, in effect, create a Local Centre, in line with the policy aspirations of Policy E1.

10.6 In addition, as set out in Section 5 of this Statement, Lidl foodstores generally serve a localised catchment area (0-5 minutes drivetime), and provide more of a local convenience shopping facility compared to other larger format convenience retailers. The store is therefore, intended to serve the immediate local area, as opposed to attracting customers from further afield.

10.7 On this basis, it is considered that the proposed Lidl foodstore will support policy aspiration for the delivery of a Local Centre at Kingsway Business Park.

10.8 However, the pre-application feedback comments raise some concern about the potential delivery of the remainder of Plot U2 due to the proposed site layout of the Lidl store constraining development on the remainder of the plot, as a separate vehicle access would be required. The comments further state that the proposal would give concerns to the aspirations of Policy E1 on this basis.

10.9 Whilst it is acknowledged that the site layout may appear to 'turn its back' on the rest of the plot, due to access being required to be off Wallis Avenue, there is no other practical orientation for the site to be laid out that would work operationally.

10.10 Furthermore, it is considered that there would still be scope to deliver other complimentary Local Centre uses on the remainder of the plot. There is ample space for the plot to be appropriately developed, and vehicular access could be provided off Wallis Avenue or through The Hornet Pub's site.

- 10.11 Additionally, with the site having Outline approval for Local Centre uses since 2014, and being earmarked for a new Local Centre since 2016 with no development having come forward at present, it should be noted that Lidl's proposal is a viable development proposition, which they intend to deliver as soon as possible. In contrast, other development prospects for the site have not progressed. Furthermore, the development of a Lidl foodstore could actually help to stimulate investment and / or development on the adjacent site, helping to bring forwards a Local Centre.
- 10.12 On this basis, it is considered that the proposed development would not prejudice the delivery a new Local Centre, and would help to bring forward a Local Centre on the plot.
- 10.13 Therefore, it is considered that the principle of retail use should be considered acceptable on the site.
- 10.14 Notwithstanding this, as the site is not located within a currently defined boundary of a centre, for the avoidance of doubt, a Retail Impact Assessment and Sequential Assessment have been undertaken.

RETAIL POLICY ISSUES

- 10.15 The site is an out-of-centre location in retail policy terms, based on currently adopted centre boundaries. As such, there are two main retail policy issues to address relating to the need for a sequential and impact test.
- 10.16 Paragraph 91 of the NPPF confirms Local Planning Authorities should apply a sequential test to planning applications for main Town Centre uses (including retail) that are not in an existing centre and are not in accordance with an up-to-date Development Plan.
- 10.17 Paragraph 92 of the NPPF confirms when considering edge-of-centre and out-of-centre proposals, preference should be given to accessible sites that are well connected to the Town Centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable Town Centre or edge-of-centre sites are fully explored.
- 10.18 Paragraph 94 of the Framework advises that when assessing applications for retail development outside of Town Centres, which are not in accordance with an up-to-date Local Plan, Local Planning Authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold.
- 10.19 The application is supported by an appropriate retail assessment which, in line with the NPPF, considers the impact of the proposed new Lidl foodstore, a main Town Centre use (as defined by the NPPF). The assessment provides a robust assessment of the main Town Centre uses on both an impact and sequential basis, concluding that the scale and nature of the retail use proposed would not be in direct competition with existing centres.
- 10.20 The sequential assessment set out in this Statement has demonstrated that there are no sequentially preferable sites which could accommodate the scale and form of development for which permission is sought. The proposed development is therefore considered compliant with paragraph 91 of the NPPF.
- 10.21 The proposed development would enable the provision of a 2,184 sq.m GIA (Use Class E) discount foodstore which cannot be readily accommodated within any defined centre. Therefore, given that the assessment submitted with this application clearly demonstrates that the proposed development cannot be accommodated in a sequentially preferable location, this sustainable location is considered appropriate to accommodate a discount food retailer.
- 10.22 In respect of retail impact, the assessment demonstrates that the development will not give rise to any significant adverse impacts on defined retail centres.
- 10.23 It has been demonstrated in Sections 7, 8 and 9 of this Statement that the proposed development complies with the retail tests and should therefore be deemed acceptable in accordance with national and local policies.
- 10.24 Furthermore. It should be note that Paragraph 11 of the NPPF notes that at the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking. For decision taking this means:

- c) Approving development proposals that accord with an up-to-date development plan without delay, or
- d) Where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - i. The application of policies in this Framework that protect areas or assets of particular importance provide a strong reason for refusing the development proposed, or
 - ii. Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole, having particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination.

10.25 In this case, the Development Plan's retail policies are set out within the Rochdale Core Strategy (2016) and Rochdale UDP Review (2006). These policies are respectively 10 years and 20 years old. In this context, it is considered that these policies do not appropriately for new retail floorspace, based on up-to-date evidence. In this context, it is considered that the most important policies for determining this planning application are out of date.

10.26 On this basis, it is considered that the titled balance set out within Paragraph 11 of the NPPF applies and that planning permission should be granted unless criteria d) i. and ii. apply. This is considered to be the starting point for the determination of this planning application.

ECONOMIC BENEFITS

10.27 It should be acknowledged that a typical Lidl foodstore will provide around 40 job positions, together with a multimillion-pound investment into the area, delivering a significant boost to the local economy. Therefore, the proposal is principally supported by Section 6 of the NPPF which focuses on building a strong, competitive economy.

10.28 The economic role is one of the three dimensions for achieving sustainable development. In these terms, the economic role of sustainable development contributes to building a strong, responsive and competitive economy. In particular, paragraph 85 of the NPPF stipulates planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt.

10.29 Part c of paragraph 125 of the NPPF also states that planning decisions should give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, proposals for which should be approved unless substantial harm would be caused, and support appropriate opportunities to remediate despoiled, degraded, derelict, contaminated or unstable land.

10.30 Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future.

10.31 As set out above, the development proposal in itself represents a significant economic investment by Lidl and will facilitate the retention of existing jobs whilst increasing job opportunities as the store will employ around 40 members of staff once opened. These job opportunities will principally be taken by local residents.

10.32 As previously outlined within Section 5, Lidl offers an excellent work ethic and training opportunities for staff to progress within the company. The development proposals therefore support the local economy and provide employment opportunities for local people during construction and once opened to the public. The positions will be wide ranging from material and administrative positions to store assistants and cashiers.

TRANSPORTATION AND HIGHWAYS

10.33 A Transport Statement and Travel Plan have been prepared by Cora IHT. The Transport Assessment fully appraises the existing transportation conditions and the likely impact of the proposed development.

- 10.34 The Transport Assessment outlines that the site is in a highly accessible location, with frequent bus services and good pedestrian and cycle connections. The report concludes that the resulting traffic impact at nearby junctions is minimal, with increases well below levels that would affect operational performance.
- 10.35 These documents conclude that the proposed scheme will not result in a material change in conditions on the local highways. Supplementary to this, the transport network benefits from a very good level of accessibility from sustainable transport options, reflecting one of the overarching aims of the NPPF.
- 10.36 The accompanying Transport Assessment and Travel Plan provide more details on the access and transport credentials of the proposed development, the Transport Assessment concludes that the proposed development will not result in any impact regarding the safety or capacity of the local highway network.
- 10.37 Through the reports, it has therefore been demonstrated that the proposal is compliant with Policies T1 and T2 of the Development Plan and the overarching principles of the NPPF.

DESIGN AND LAYOUT

- 10.38 A Design and Access Statement prepared by Rapleys LLP accompanies this application in support of the proposed development. The report highlights that the design rationale was informed by Lidl's operational requirements within the context of the site constraints and surrounding land uses.
- 10.39 The store is proposed to be located to the west of the site, with the car park area to the east of the store building. The delivery bay will be located to the north of the site.
- 10.40 Vehicular access to the site will be from Wallis Avenue, from the north of the site. The proposed car park will provide a total of 122 car parking spaces with 9 for Parent & Child, 2 electric vehicle charging spaces, and 6 being built to disabled standard.
- 10.41 The proposed layout is considered to encourage openness and vibrancy whilst ensuring good visibility into the site from the local highway network. The report also states that the proposed layout is functional whilst promoting legibility and excellent natural surveillance that promotes safety as well as positive visual amenity.
- 10.42 The new Lidl building is a single-storey building, of contemporary design, and features a single height glazed curtain walling in grey, insulated metal cladding panels in white. The elevations also include a low level run of red brick, with columns of brick intersecting panels of cladding. The proposed brick will match the appearance of the brick used in the surrounding area.
- 10.43 The building will also have metal composite insulated roof panels with steel coping flashing along the perimeter in grey to match the cladding, and aluminium gutters and rainwater pipes. The roof of the store slopes slightly from east to west.
- 10.44 Overall, the layout and materials used are considered to be in keeping with the surroundings whilst being in accordance with Lidl's operational requirements as well as adhering to the relevant national and local policies.

NOISE

- 10.45 A Noise Assessment has been prepared by Miller Goodall to assess the noise impacts of the proposed development and any associated operations.
- 10.46 Noise modelling has been undertaken to predict the noise levels at the closest sensitive receptors and to assess the likely noise impact associated with the operations of the proposed development, taking into account the proposed 3m high acoustic barrier.
- 10.47 The Noise Assessment concludes that both plant and delivery noise will be acceptable, having a low impact on nearby residential receptors.

- 10.48 Please refer to the accompanying Noise Assessment which provides further details and analysis.
- 10.49 On this basis, it is considered that the proposed development would not have an adverse impact by way of noise and is therefore in accordance with Policy DM1 of the Development Plan and the overarching principles of the NPPF.

AIR QUALITY

- 10.50 An Air Quality Assessment has been prepared by Miller Goodall. The report sets out the methodology adopted in assessing the impact on air quality based on both construction and operational phases.
- 10.51 The Air Quality Assessment has considered whether the proposed development could significantly change air quality during the construction phase and the suitability of the site for commercial use with regard to air quality.
- 10.52 The Air Quality Assessment concludes that development impacts and on-site pollutant exposure are deemed not significant and air quality is not considered a constraint to planning consent.
- 10.53 The proposed development is not expected to have a significant impact on local air quality.
- 10.54 The proposed development is therefore compliant with the Development Plan and the overarching principles outlined in the NPPF.

FLOOD RISK ASSESSMENT

- 10.55 A Flood Risk Assessment and Drainage Strategy prepared by Cora IHT is submitted in support of the planning application.
- 10.56 The Flood Risk Assessment reviewed all sources of flood risk to both the proposed development and to existing adjacent developments as a result of the proposal, including fluvial, tidal, pluvial, groundwater, sewers and flooding from artificial sources.
- 10.57 This report demonstrates that the proposed development is not at significant flood risk, and simple mitigation measures have been recommended to address any residual risks that may remain. The development could proceed without being subject to significant flood risk.
- 10.58 On this basis, it is considered that the proposal complies with Policy G8 of the Core Strategy and the overarching principles of the NPPF.

LANDSCAPING

- 10.59 A Landscape Details Plan has been prepared by FDA in support of the application. The proposed development has undergone a considered and detailed landscaping design in order to assist the development in assimilating into the surrounding area and to enhance the appearance and visual amenity of the site.
- 10.60 Overall, the proposed landscaping will represent a significant enhancement to the visual amenity of the location by providing improved landscaped areas across the site. The proposed landscaping forms an intrinsic element of the overall design of the development proposal and is of a high standard in line with the policy objectives. The landscaping approach is considered appropriate to the proposed use and character of the development.
- 10.61 On this basis, it is therefore considered that the proposal accords with Policies P3, G7 and DM1 of the Development Plan and the overarching principles of the NPPF.

ECOLOGY AND BIODIVERSITY

- 10.62 An Ecological Impact Assessment and Biodiversity Net Gain Assessment, prepared by Enzygo is submitted in support of the application.
- 10.63 The assessment has confirmed the site provides opportunity to incorporate appropriate measures to mitigate any potential impacts to ecological features in accordance with NPPF and local planning policy. As such, no significant residual impact can be expected which would prevent determination of a planning application or development of this site.
- 10.64 The accompanying Biodiversity Statement confirms that the proposed development will result in a net change of -6.07 habitat units and a -88.64% net loss in habitat units. However, the proposal will achieve a 239.10% net gain in hedgerow units.
- 10.65 The Applicant will work with Habitat Banks to secure the required off-site Biodiversity Credits to ensure an overall 10% BNG is achieved.
- 10.66 On this basis, it is therefore considered that there are no ecological reasons why planning approval should be withheld in accordance with relevant wildlife legislation and Policies P3, G7 and DM1 of the Development Plan and the overarching principles of the NPPF.

CONTAMINATED LAND

- 10.67 A Phase 2 Ground Investigation Report has been prepared by Remada.
- 10.68 The ground conditions at the site are not prohibitive to the development proposed being delivered. As such, the proposal is considered to comply with the Development Plan and the principles outlined in the NPPF.

ENERGY AND SUSTAINABILITY

- 10.69 Lidl undertakes a variety of sustainability measures as standard procedure in the operation of their stores. These measures minimise the environmental impact of the store and are set out within Section 5 of this Statement.
- 10.70 As set out, Lidl stores are designed, built and operated to industry leading standards and the company is constantly looking for new and creative ways of reducing energy consumption and emissions.
- 10.71 This application is also supported by an Energy Statement prepared by DDA which sets out how the proposal incorporates both 'passive' and 'active' design strategies to reduce carbon emission.
- 10.72 In terms of 'passive' design strategies, the proposal ensures that natural daylighting is maximised which reduces dependency on electric lighting and the associated running costs and carbon emissions. The design of the building will also incorporate enhanced fabric efficiencies and thermal mass to facilitate stabilising any temperature fluctuations within the building thereby reducing heat gains and/or losses.
- 10.73 'Active' designs include the use of heat recovery ventilation to pre-heat incoming fresh air. Separating sub-metering allows all energy consumed to be monitored and any discrepancies to be easily identified and fixed. This further reduces wasted energy.
- 10.74 Low energy lighting with suitable controls will be provided and the use of building energy management system to manage all systems effectively ensures that all efficiencies are achieved and maintained.
- 10.75 On this basis, the proposal is therefore considered to be in accordance with the Development Plan and the overarching principles of the NPPF.

SUMMARY

- 10.76 The application site is a vacant and allocated site within the urban area of Rochdale. The principle of development should therefore be supported.

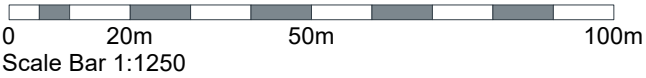
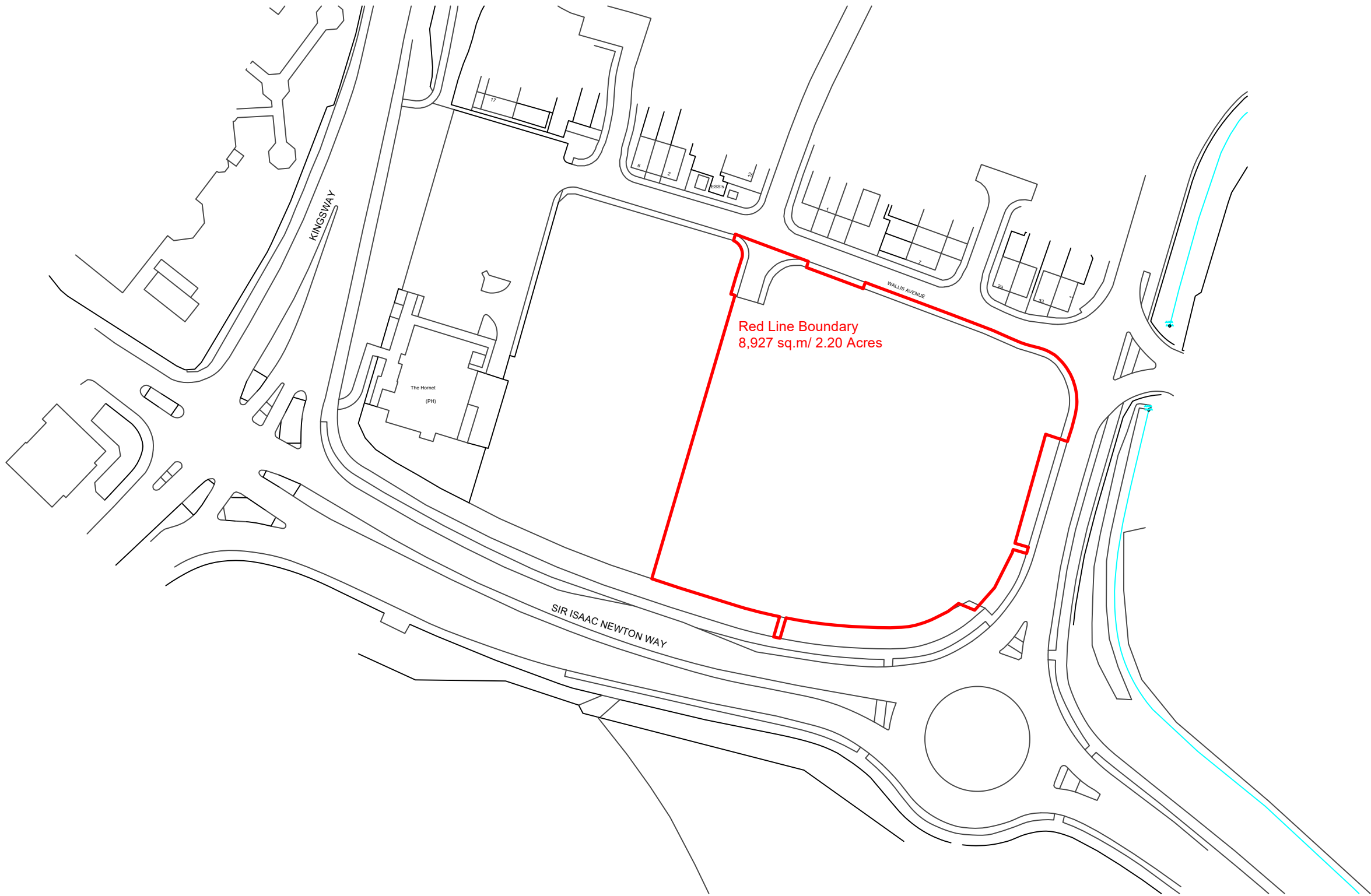
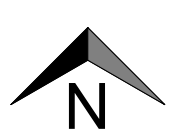
- 10.77 It is considered that the development will support the delivery of a new Local Centre in the Kingsway Business Park area. For the avoidance of doubt, Retail Impact and Sequential Assessments have been provided, where the proposal is compliant with both tests.
- 10.78 The development of this site in a highly sustainable location will create additional job opportunities, increase affordable shopping provision, and significantly boosting the economy of Rochdale.
- 10.79 The proposed development has been designed to be sympathetic to its locality, ensuring that the amenities of existing residents in the surrounding area are protected.
- 10.80 Significant benefits will be delivered by the development proposed and it meets the three components of sustainable development set out within the NPPF.
- 10.81 In summary, and for the reasons set out above, it is considered that the proposed development is in accordance with the Development Plan and the NPPF.

11 SUMMARY AND CONCLUSIONS

- 11.1 This Statement has assessed the proposed development against the NPPF, relevant policies contained within the Development Plan and other relevant material considerations.
- 11.2 It is concluded that the proposal is in accordance with national policy and the Development Plan, and there are no other material considerations that indicate planning permission should not be forthcoming. The development proposals constitute sustainable development for the following reasons:
- The proposal, located within Rochdale, will provide a new and modern discount foodstore for the residents in the locality;
 - The proposal will improve customer choice and enhance the shopping experience for shoppers in Rochdale and the neighbouring areas, and will also promote sustainable travel patterns;
 - The proposals fully comply with both the sequential and retail impact tests set out within the NPPF;
 - The proposed building will provide a clean and contemporary design that will complement the visual character of the surrounding area;
 - There will be a positive economic impact as a result of new employment and increased earnings in the local area; and
 - New landscaping will be provided throughout the site, providing a high level of visual amenity.
- 11.3 Overall, the proposed scheme adopts the principles of sustainable development, in relation to social, economic and environmental factors. The proposal accords with the emphasis in national policy contained within the NPPF, which confirms a presumption in favour of sustainable development.
- 11.4 In these terms, it has been demonstrated that the scheme complies with relevant policy requirements as set out within the NPPF and the Development Plan. Therefore, the application should be fully supported.

Site Location Plan





Rev.	Date	Description	Drawn

htcarchitects
York Place Studio
8 Britannia Street
Leeds
LS1 2DZ
T: (0113) 244 3457
W: www.htcarchitects.co.uk
E: info@htcarchitects.co.uk

client
Lidl GB Ltd.

project
Kingsway, Rochdale

drawing title
Location Plan

date
March 2026

status
Planning

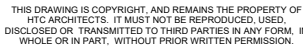
scale
1:1250

drawn
SPN checked

job no. **2544** dwg no. **P400** rev.

Proposed Site Layout





- Proposed tarmac car park area with white lining
- Proposed pedestrian footpath
- Proposed paved areas
- Proposed landscaping areas (refer to landscape plan)
- Existing trees to be retained
- Existing trees to be removed

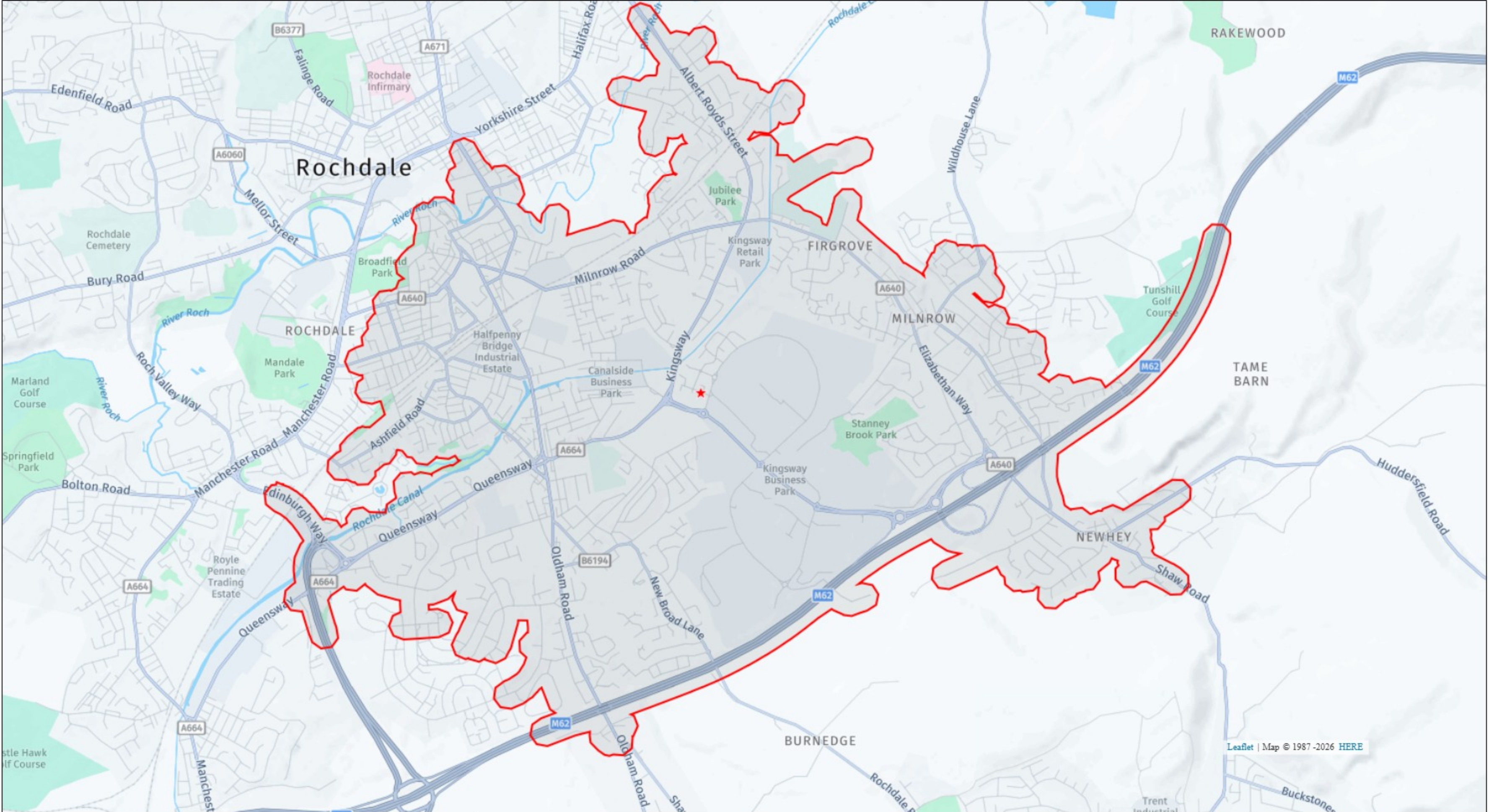


date **March 2026**
status **Planning**
scale **1:500**
drawn **SPN** checked
job no. **2544** dwg no. **P4**

C	20/04/2026	Pedestrian footpath from Sir Isaac Newton Way relocated	SPN
B	10/04/2026	Planning red line indicated. Annotation removed	SPN
A	31/03/2026	Car park white lining updated as per Lidi request.	SPN
Rev.	Date	Description	Drawn

5 Minute Drivetime Catchment Map





Legend

-  Lidl_Rochdale_5minutes_June26 (Minutes)

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Date: 02/06/26

Sequential Site Assessment



SEQUENTIAL ASSESSMENT July 2026

This Sequential Assessment has been produced by Rapleys LLP, on behalf of Lidl Great Britain Limited, in support of a planning application for the erection of a new Lidl foodstore (Use Class E) with associated car parking and landscaping at Land south of Wallis Avenue, Rochdale, OL16 4PS.

Based on a 5-minute drivetime catchment, the alternative in-centre and edge-of-centre opportunities in the following centres should be considered as part of the Sequential Site Assessment:

- Rochdale Town Centre;
- Milnrow District Centre;
- Drake Street Local Centre;
- Milkstone Road Local Centre;
- Newhey Road/Huddersfield Road Local Centre;
- Milnrow Road/Pickup Street Local Centre;
- Oldham Road/Wood Street/Ainsworth Street Local Centre;
- Milkstone Road/Maldon Street Local Centre;
- The Strand Local Centre;
- Oldham Road/Charter Street Local Centre;
- Well I' Th' Lane Local Centre;
- Oldham Road/Woodbine Street Local Centre; and
- Milnrow Road/Pine Street Local Centre.

In addition, in assessing and identifying any other potential sequentially preferable sites, for each of the centres within and directly adjacent to the catchment area, a review of the Rochdale Borough Council Development Plan Documents was undertaken, along with a review of relevant online property databases, inter alia, Nova Local, LoopNet and Rightmove Commercial.

The identified sites are assessed below.

Site east of John Street, Rochdale



Site Description

The site comprises surface level car parking and vegetation. Garden Lane also runs through the middle of the site. The site measures approximately 0.25ha.

Policy Position

The site is in an 'edge-of-centre' location in relation to Rochdale Town Centre.

The site is allocated as a Mixed Employment Zone within the Rochdale UDP.

Planning History

The most relevant planning history for the site includes the following:

- **01/D38534** - Use of Land to Provide Extension to Car Park Including Closure of Garden Lane (Between Crook Street And Hugh Street). Unknown decision made 24th May 2002.

Suitability

The site measures approximately 0.25ha in area and is therefore too small to accommodate the proposed development. Furthermore, the site levels fall significantly towards the south, which would provide constraints in the construction of the development.

Availability

The site does not appear to be actively marketed. The site is therefore not considered to be suitably available.

Conclusion

The site is significantly too small, the site levels would provide challenges in the construction of the development, and the site is not considered to be suitably available.

Therefore, the site is not sequentially preferable.

Land north of Durham Street, Rochdale



Site Description

The site is currently vacant, consisting of vegetation. The site measures approximately 0.63ha.

Policy Position

The site is in an 'edge-of-centre' location in relation to Oldham Road / Woodbine Street Local Centre.

The site is allocated as an Area of Opportunity (Canal Basin) through UDP Policy R/4(f). The policy allocates the area for industry and offices, community uses including health facilities and local shops, leisure uses, housing, and public open space.

Planning History

The most relevant planning history for the site includes the following:

- **18/01099/FUL** - Erection of industrial/warehouse units (Class B1/B2/B8) with ancillary office accommodation together with associated access, parking service road and landscaping. Approved 4th March 2020.

Suitability

The site would potentially be of sufficient size to accommodate the proposed development. However, the site's allocation as an Area of Opportunity includes alternative uses to the type of development proposed. Therefore, it is considered that the Council would not support the development of a discount foodstore in this location from a policy perspective.

Rochdale Borough Council was the applicant for Application Ref. 18/01099/FUL. As such, the Council clearly have intentions for industrial use on the site, further adding to the fact that the Council are unlikely to support a discount foodstore on the site.

The Conservation Officer also objected to Application Ref. 18/01099/FUL on the basis of concerns regarding the impact upon Norwich Street Mill. The Conservation Officer would likely have similar

concerns for a proposal for a discount foodstore, which would be a significant challenge to overcome.

In addition, the levels of the site appear to fall significantly to the south, which may create significant and/or prohibitive engineering and construction challenges for the development of a discount foodstore.

On the basis of the above, it is considered that the site is not suitable to accommodate the type of development proposed through this application.

Availability

The site does not appear to be actively marketed. The site is also made up of two separate ownerships, which may cause issues in regard to the availability of the site, as site assembly would be required.

The site is therefore not considered to be suitably available.

Conclusion

Whilst the site is potentially of sufficient size to accommodate the type of development proposed through this application, a discount foodstore would be contrary to the site's allocation and may have unacceptable heritage impacts. Therefore, such a development is unlikely to be supported by the Council in this location. There may also be significant engineering challenges with the site levels. The site is also not considered to be suitably available.

Therefore, the site is not sequentially preferable.

Land south of Durham Street, Rochdale



Site Description

The site consists of a cleared brownfield site, previously having been in industrial use. The site measures approximately 0.48ha.

The site is located adjacent to the north of the Grade II listed Norwich Street Mills.

Policy Position

The site is in an 'edge-of-centre' location in relation to Oldham Road / Woodbine Street Local Centre.

The site is allocated as an Area of Opportunity (Canal Basin) through UDP Policy R/4(f). The policy allocates the area for industry and offices, community uses including health facilities and local shops, leisure uses, housing, and public open space.

Planning History

The most relevant planning history for the site includes the following:

- **19/00041/FUL** - Partial demolition of fire damaged building and full demolition of adjacent industrial unit, repair and rebuild of eastern warehouse building range and erection of industrial building incorporating production space, warehousing, showroom and offices, and formation of car park. Approved 23rd September 2021.

Suitability

The site would not be large enough to accommodate the proposed development. Also, the site's allocation as an Area of Opportunity includes alternative uses to the type of development proposed, as it is considered that a discount foodstore would not be considered a 'local shop', where a small convenience store would more appropriately fit this description. Therefore, it is considered that the Council would not support the development of a discount foodstore in this location from a policy perspective.

Furthermore, the site is located adjacent to a Grade II Listed Building, which may be impacted upon by the proposed development, and the configuration of the site would reduce the developable site area to a size which could not accommodate the proposed development.

Availability

The site does not appear to be actively marketed. The site is therefore not considered to be suitably available.

Conclusion

The site is not large enough to accommodate the proposed development, it would be contrary to the site's allocation and therefore is unlikely to be supported by the Council. The site is also not considered to be suitably available.

Therefore, the site is not sequentially preferable.

Land between 473 and 475 Oldham Road, Rochdale



Site Description

The site consists of a cleared, vacant brownfield site measuring approximately 0.13ha.

Policy Position

The site is in an 'in-centre' location in relation to Oldham Road / Charter Street Local Centre.

Planning History

The most relevant planning history for the site includes the following:

- **23/00820/FUL** - Erection of two commercial units (Class E) including associated access, plant area, car/cycle parking and landscaping - Re-submission of 22/00947/FUL. Approved 9th February 2024.

Suitability

Whilst the site is in an in-centre location, the site measures approximately 0.13ha in area and is therefore significantly too small to accommodate the proposed development.

Availability

The site does not appear to be actively marketed and has an extant permission for 2no. commercial units. The site is therefore not considered to be suitably available.

Conclusion

The site is significantly too small, and the site is not considered to be suitably available.

Therefore, the site is not sequentially preferable.

Town Centre Health Check Assessment



Lidl Rochdale – Town Centre Heath Checks July 2026

This Health Check Assessment provides an assessment of the overall health, including the vitality and viability, of centres located within the defined catchment for the proposed Lidl foodstore. This assessment provides an audit of centres located within and in close proximity to the defined catchment area for the proposed Lidl store, which covers an area within Rochdale Borough Council's administrative area.

This health check report has been informed by in-person visits to the relevant defined centres within the catchment area of the proposed Lidl foodstore in April 2026.

The Rochdale Adopted Core Strategy (2016), identifies the following centres:

- Rochdale Town Centre;
- Milnrow District Centre;
- Drake Street Local Centre;
- Milkstone Road Local Centre;
- Newhey Road/Huddersfield Road Local Centre;
- Milnrow Road/Pickup Street Local Centre;
- Oldham Road/Wood Street/Ainsworth Street Local Centre;
- Milkstone Road/Maldon Street Local Centre;
- The Strand Local Centre;
- Oldham Road/Charter Street Local Centre;
- Well I' Th' Lane Local Centre;
- Oldham Road/Woodbine Street Local Centre; and
- Milnrow Road/Pine Street Local Centre.

The Health Check Assessment for each of the above listed centres is set out below.

ROCHDALE TOWN CENTRE

Introduction

The town of Rochdale is the administrative, cultural and commercial centre of Rochdale Borough. Rochdale Town Centre is the main centre for retailing and is complemented by smaller local centres within the surrounding areas, which serve a more local customer base.

Rochdale Town Centre features a relatively tight boundary contained by St Mary's Gate to the north and west, and John Street to the east. The River Roch serves to somewhat contain the centre to the southeast, however, much of the river running through the Town Centre has been culverted and is only glimpsed within the Centre.

The Town Centre is generally focused around the pedestrianised sections of Yorkshire Street, Baillie Street, and the more recent Riverside development, which host the larger units occupied by national or regional brands. Smaller units can be found in the more historic sections of the Town Centre, including The Walk and The Butts Avenue, as well as along Drake Street to the south.

Rochdale Town Centre also contains the Rochdale Exchange Shopping Centre, which comprises a range of units of varying sizes, and includes a multi-storey car park. The Wheatsheaf Shopping Centre is also situated in the Centre, however, this shopping centre has remained vacant following its closure during the COVID-19 pandemic.

The Town Centre contains a number of convenience retail operators, including a mixture of larger national brands, and smaller independent stores. The national retailers within the Centre include M&S Food Hall, Morrisons Daily, and Iceland, however, it is also notable that an Aldi foodstore, Lidl foodstore, and a Farmfoods are found immediately beyond the Town Centre's boundary.

The Centre also contains a comprehensive comparison offer, with larger national brands, such as H&M, New Look and Next, generally being found within the newer Riverside units whilst independent comparison retailers are generally located along Yorkshire Street.

The Town Centre also hosts a variety of restaurants, public houses, cafes, takeaways and other leisure uses, including the new Hampton by Hilton hotel.

Diversity of Uses

Table 1 below highlights the composition of Rochdale Town Centre, as assessed during a visit to the centre on 22nd April 2026.

Table 1: Diversity of Uses		
Category	#	%
Convenience	29	8%
Comparison	89	23%
Retail Services	46	12%
Leisure Services	64	17%
Financial and Business Services	46	12%
Other	25	7%
Vacant	80	21%
Total	379	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

Rochdale Town Centre has a significant proportion of comparison retailers at 23%. This reflects the mix of national retailers, through to independent clothing shops and specialist retail offer. The Town Centre has mainly traditional frontages with smaller retail units.

Proportion of Vacant Street Level Property

Table 1 above indicates a vacancy rate of 21%, which is above the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

However, a notable portion of the vacant units recorded are contained within the disused Wheatsheaf Shopping Centre, which adds considerably to the number of vacant units in the Centre. Beyond the Wheatsheaf Shopping Centre, vacant units are generally more distributed throughout the Centre, with some clustering towards the periphery of the centre along Drake Street.

Retailer Representation and Intentions to Change Representation

Convenience retail operators within the centre include M&S Food Hall, Morrisons Daily and Iceland and a number of local independent retailers. However, the bulk of convenience retail is situated in edge or out of centre locations.

National comparison goods retailers include H&M, New Look and Next. It is not evident that there is any planned significant change in representation within Rochdale Town Centre, other than normal churn in the market.

Accessibility

Rochdale Centre has excellent levels of accessibility through a variety of transportation options and much of the Town Centre is pedestrianised to facilitate safe and easy movement between retail units. The surrounding highway network, particularly St Mary's Gate and John Street, present a barrier to accessing the Centre, however, the provision of signalised crossing points is good and significantly mitigates this. Cycle parking can also be found throughout the Centre to enable cyclists to store their bikes whilst visiting the Centre.

Access to the Centre via public transport is excellent, with Rochdale Interchange situated in the southern portion of the Centre providing access to a range of bus services, and the Metrolink tram service which provides connections to locations which are further afield.

Rochdale Train Station is located some distance from the centre itself (over 650m), however, the Metrolink connects the Town Centre with the train station, reducing the barrier presented by the separation distance. The train station itself offers connections to larger surrounding urban areas, including Leeds, Manchester, Blackburn and Wigan.

The Centre also benefits from a good level of car parking provision, largely achieved through smaller surface level car parks, and the larger multi-storey car park at the Rochdale Exchange Shopping Centre.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map does not detail any recorded crimes for the Rochdale Town Centre area.

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form was generally open, well lit and well maintained, and therefore, is conducive to a safe environment for visitors.

Overall, the Centre appears to benefit from well-lit pavements and unobstructed pedestrian paths through the Centre.

State of the Centre Environmental Quality

During a visit to Rochdale Town Centre on 22nd April 2026, the centre was judged to have the following positive attributes:

Positives

- + Generally, streets and shops are well-maintained;
- + Most of the centre is free from litter and graffiti;
- + There is good provision of street furniture;
- + High quality public realm.

Overall, it is considered that the centre demonstrates a good level of environmental quality, with no notable negatives.

Conclusion

Based on the above assessment, the vitality and viability of Rochdale Town Centre is considered to be good, with a well-maintained environment, and a good mixture of shops present. The Centre also benefits from good accessibility, particularly regarding public transport.

Whilst the vacancy rate is notably above the national average, the extent of this is noted as being inflated by the disused Wheatsheaf Shopping Centre, and the Centre appears to be generally well occupied.

Overall, it is considered that Rochdale Town Centre is generally in good health.

MILNROW DISTRICT CENTRE

Introduction

Milnrow District Centre is located approximately 1.4km to the northeast of the proposed development site. The centre primarily runs along Dale Street, in Milnrow.

Diversity of Uses

Table 2 below highlights the composition of Milnrow District Centre, as assessed during a visit to the centre on 22nd April 2026.

Table 2: Diversity of Uses		
Category	#	%
Convenience	4	7%
Comparison	6	11%
Retail Services	20	36%
Leisure Services	11	20%
Financial and Business Services	7	13%
Other	0	0%
Vacant	8	14%
Total	56	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

The Local Centre comprises a good mix of uses, typical to a Centre of this size and nature primarily consisting of retail and leisure services. The centre also contains a mix of both independent and national convenience retailers.

Proportion of Vacant Street Level Property

Table 2 above indicates a vacancy rate of 14%, which is in line with the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

The vitality of the centre is therefore considered to be good.

Retailer Representation and Intentions to Change Representation

The centre has a small convenience offering, but this is considered to be reflective of its nature, particularly when the Co-Op foodstore is a larger format store.

Accessibility

Access to the centre by foot is good, with pavements offering safe and convenient access for pedestrians. Some off-street cycle and vehicle parking is provided.

A number of bus stops are also located within the centre.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map does not detail any recorded crimes for Milnrow District Centre.

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the centre, it was identified that the built form was generally open, well lit and well maintained, and therefore, would be conducive to a safe environment for visitors.

Overall, the centre appears to benefit from well-lit pavements and unobstructed pedestrian paths through the centre.

State of the Centre Environmental Quality

During a visit to Milnrow District Centre on 22nd April 2026 the centre was judged to have the following positive and negative attributes:

Positives

- + Pavements and shopfronts are generally well maintained;
- + Most of the centre is free from litter and graffiti;
- + The Centre is well occupied and appeared generally vibrant;

Negatives

- There is limited street furniture;
- There is a lack of landscaping within the centre.

Overall, it is considered that the centre demonstrates a moderate level of environmental quality. However, the centre's appearance is typical of centres of this nature.

Conclusion

Based on the above, the vitality and viability of Milnrow District Centre is considered to be good, with a generally well-maintained environment and a good mix of shops. Furthermore, the centre is accessible.

Overall, it is considered that Milnrow District Centre is generally in good health.

DRAKE STREET LOCAL CENTRE

Introduction

Drake Street Local Centre is located approximately 1.5km to the northwest of the proposed development site. The centre primarily runs along the section of Drake Street outside of Rochdale Town Centre.

Diversity of Uses

Table 3 below highlights the composition of Drake Street Local Centre, as assessed during a visit to the centre on 22nd April 2026.

Table 3: Diversity of Uses		
Category	#	%
Convenience	1	3%
Comparison	1	3%
Retail Services	5	13%
Leisure Services	1	3%
Financial and Business Services	12	32%
Other	11	29%
Vacant	7	18%
Total	38	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

The Local Centre comprises a good mix of uses, typical to a Centre of this size and nature, although there is limited convenience offering. However, this is considered typical of a Centre of this nature, particularly given the Local Centre's proximity to Rochdale Town Centre.

Proportion of Vacant Street Level Property

Table 3 above indicates a vacancy rate of 18%, which is above the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

Whilst the vacancy rate of the Local Centre exceeds the national average, several of the vacant units were noted to be undergoing renovations for reuse, and the Centre was generally busy and well utilised at the time of the visit.

Retailer Representation and Intentions to Change Representation

The limited convenience offer of the Centre is considered to be reflective of its size and nature, particularly when taking into account the proximity of the Local Centre to Rochdale Town Centre and its surroundings, which hosts large convenience retailers.

Accessibility

Access to the centre by foot is good, with pavements offering safe and convenient access for pedestrians. Some off-street cycle and vehicle parking is provided.

Bus stops are located within the centre, and the centre is approximately 300m north of Rochdale Train Station, and a similar distance to the Metrolink station opposite the train station.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map does not detail any recorded crimes for the Drake Street Local Centre area (Milkstone and Deeplish).

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form was generally open, well lit and well maintained, and therefore, is conducive to a safe environment for visitors.

Overall, the Centre appears to benefit from well-lit pavements and unobstructed pedestrian paths through the Centre.

State of the Centre Environmental Quality

During a visit to Drake Street Local Centre on 22nd April 2026 the centre was judged to have the following positive and negative attributes:

Positives

- + Generally, streets and shops are well-maintained;
- + Most of the Centre is free from litter and graffiti;
- + A small area of public realm (Wet Rake Gardens) is offered within the Centre;

Negatives

- Long term vacant units detract from the visual amenity of the area.

Overall, it is considered that the centre demonstrates a good level of environmental quality. The visual appearance of the area does somewhat suffer due to the appearance of long-term vacant units, however, these are generally limited in number.

Conclusion

Based on the above, the vitality and viability of Drake Street Local Centre is considered to be good, with a generally well-maintained environment and a good mix of shops. Furthermore, the Centre is accessible.

Overall, it is considered that Drake Street Local Centre is generally in good health.

MILKSTONE ROAD LOCAL CENTRE

Introduction

Milkstone Road Local Centre is located approximately 1.4km to the west of the proposed development site. The centre runs primarily along Tweeddale Street and Milkstone Road.

Diversity of Uses

Table 4 below highlights the composition of Milkstone Road Local Centre, as assessed during a visit to the centre on 22nd April 2026.

Table 4: Diversity of Uses		
Category	#	%
Convenience	15	21%
Comparison	7	10%
Retail Services	11	15%
Leisure Services	26	37%
Financial and Business Services	5	7%
Other	3	4%
Vacant	4	6%
Total	71	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

The Local Centre comprises a good mix of uses, including convenience stores, bakeries, butchers, and takeaways, along with other uses appropriate to a centre of this nature.

Proportion of Vacant Street Level Property

Table 4 above indicates a vacancy rate of 6%, which is below the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

The vitality of the centre is therefore considered to be good.

Retailer Representation and Intentions to Change Representation

The convenience offering in the Milkstone Road Local Centre area makes up 21% of the total units, comprising 15 units. This is considered to be a high level of comparison representation for a local centre, however, much of this is influenced by the number of bakeries and butchers present.

The high convenience offer is made up of independent retailers and is considered to be a positive attribute.

ACCESSIBILITY

The Centre is easily accessible and navigable by foot with adequate pavements and a signalised crossing point. There are also bus stops found along Tweeddale Street to the west. Car parking is generally adequate, although there is a reliance on on-street parking given the limited off-street parking offer.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map does not detail any recorded crimes for the Milkstone Road Local Centre area (Milkstone and Deeplish).

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form was generally open, well lit and well maintained, and therefore, is conducive to a safe environment for visitors.

Overall, the Centre appears to benefit from well-lit pavements and unobstructed pedestrian paths through the Centre.

State of the Centre Environmental Quality

During a visit to Milkstone Road Local Centre on 22nd April 2026 the centre was judged to have the following positive and negative attributes:

Positives

- + Pavements and shopfronts are generally well maintained;
- + Most of the centre is free from litter and graffiti;
- + The Centre is well occupied and appeared generally vibrant;

Negatives

- There is limited street furniture;
- There is a lack of landscaping within the centre.

Overall, it is considered that the centre demonstrates a moderate level of environmental quality. There is a lack of street furniture and landscaping, however this is considered normal for a centre of this size.

Conclusion

Based on the above, the vitality and viability of Milkstone Road Local Centre is considered to be good, with a generally well-maintained environment and a good mix of shops. Furthermore, the centre is accessible.

Overall, it is considered that Milkstone Road Local Centre is generally in good health

NEWHEY ROAD/HUDDERSFIELD ROAD LOCAL CENTRE

Introduction

Newhey Road/Huddersfield Road Local Centre is located approximately 2.5km to the east of the site and is formed along Huddersfield Road and Shaw Road.

Diversity of Uses

Table 5 below highlights the composition of Newhey Road/Huddersfield Road Local Centre, as assessed during a visit to the centre on 22nd April 2026.

Table 5: Diversity of Uses		
Category	#	%
Convenience	3	10%
Comparison	0	0%
Retail Services	6	21%
Leisure Services	3	10%
Financial and Business Services	1	3%
Other	15	52%
Vacant	1	3%
Total	29	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

Newhey Road/Huddersfield Road Local Centre is a relatively small Centre located a considerable distance from Rochdale Town Centre, in an area which is generally residential in use.

Proportion of Vacant Street Level Property

Table 5 above indicates a vacancy rate of 3%, which is significantly below the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

The vitality of the centre is therefore considered to be very good.

Retailer Representation and Intentions to Change Representation

The convenience offering in the centre makes up 10% of the total number of units, comprising of two small convenience stores and a butcher. This is considered to be a good offering for a centre of this size.

Overall, it is considered that this centre serves a more localised catchment.

Accessibility

The centre is easily accessible by foot, with pavements and pedestrianised areas offering safe and convenient access for pedestrians. There is also a bus terminus (Newhey Terminus) located immediately to the east of the Centre aiding accessibility from public transport.

There is little off-street car parking, with a general reliance on on-street parking. Cycle parking provision is limited.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map does not detail any recorded crimes for the Newhey/Huddersfield Road Local Centre area (Milnrow and Newhey).

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form was generally open, well lit and well maintained, and therefore, is conducive to a safe environment for visitors.

Overall, the Centre appears to benefit from well-lit pavements and unobstructed pedestrian paths through the Centre.

State of the Centre Environmental Quality

During a visit to Newhey Road/Huddersfield Road Local Centre on 22nd April 2026 the Centre was judged to have the following positive and negative attributes: -

Positives

- + Well-maintained pavements and crossing facilities;
- + Generally well-maintained shopfronts and signage;
- + Limited graffiti or litter;

Negatives

- Limited off-street parking and cycle parking.

It is considered that generally the environmental quality of Newhey Road/Huddersfield Road Local Centre is good.

Conclusion

Based on the above, the vitality and viability of Newhey Road/Huddersfield Road Local Centre is considered to be very good. The centre is accessible and demonstrates a moderate level of environmental quality.

Overall, it is considered that Newhey Road/Huddersfield Road Local Centre is in very good health.

MILNROW ROAD/PICKUP STREET LOCAL CENTRE

Introduction

Milnrow Road/Pickup Street Local Centre is located approximately 1.25km to the northwest of the site and is formed along the section of Milnrow Road between the junctions with Oldham Road and Wood Street.

Diversity of Uses

Table 6 below highlights the composition of Milnrow Road/Pickup Street Local Centre, as assessed during a visit to the centre on 22nd April 2026.

Table 6: Diversity of Uses		
Category	#	%
Convenience	0	0%
Comparison	2	10%
Retail Services	2	10%
Leisure Services	2	10%
Financial and Business Services	0	0%
Other	8	40%
Vacant	6	30%
Total	20	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

Milnrow Road/Pickup Street Local Centre comprises a small number of units just beyond the Rochdale Town Centre boundary.

Proportion of Vacant Street Level Property

Table 6 above indicates a vacancy rate of 30%, which is above the UK average of 14.01% (Source: GOAD Centre Report, January 2026). This is considered to stem from the Centre's position on the periphery of Rochdale Town Centre, which due to its size, is able to offer a far greater range of products and services.

Similarly, the land uses surrounding this Centre are primarily employment/commercial uses, limiting the customers present in the small catchment area the centre serves. It should be noted that the under construction residential development on the former Central Retail Park site is located in close proximity to this Centre, bringing additional residential properties into the area, which may potentially aid the occupation of this Centre by providing a nearby customer base.

Retailer Representation and Intentions to Change Representation

No convenience offer is present within the Centre, however, there is a small comparison offer, principally relating to motor vehicles and associated products. This reflects the commercial/industrial nature of the Centre's surroundings.

As identified before, the Central Retail Park development may contribute positively to the revitalisation of this Centre by providing local customers who would typically rely on a small local centre for smaller purchases.

Accessibility

The Centre is easily accessible by foot, with pavements and pedestrianised areas offering safe and convenient access for pedestrians. There are also two bus stops in the Centre and its surrounding area, as well as the Rochdale Train Station to the south, enabling access by public transport.

Some off-street parking is available within the Centre and surrounding areas, generally associated with individual businesses, offering some accommodation when visiting the Centre by car.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map does not detail any recorded crimes for the Milnrow Road/Pickup Street Local Centre area (Rochdale Town Centre).

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form was generally open and well lit although the clusters of vacant units limit natural surveillance.

Overall, the Centre appears to benefit from well-lit pavements and unobstructed pedestrian paths through the Centre.

State of the Centre Environmental Quality

During a visit to Milnrow Road/Pickup Street Local Centre on 22nd April 2026 the centre was judged to have the following positive and negative attributes: -

Positives

- + Well-maintained pavements and crossing facilities;
- + Limited graffiti or litter;

Negatives

- Limited street furniture;
- Limited public open space;
- Clusters of vacant units with boarded up shop fronts.

It is considered that generally the environmental quality of Milnrow Road/Pickup Street Local Centre is adequate.

CONCLUSION

Based on the above, the vitality and viability of Milnrow Road/Pickup Street Local Centre is considered to be adequate. The centre suffers from above average vacancy rates and moderate environmental quality, although the Centre's vitality may be improved by the forthcoming Central Retail Park development, this is still yet to be realised.

Overall, it is considered that Milnrow Road/Pickup Street Local Centre is in adequate health.

OLDHAM ROAD/WOOD STREET/AINSWORTH STREET LOCAL CENTRE

Introduction

Oldham Road/Wood Street/Ainsworth Street Local Centre is located approximately 1km to the northwest of the proposed development site, and is a linear Centre formed along Oldham Road, between Wood Street at the northern end, and Ainsworth Street at the southern end.

Diversity of Uses

Table 7 below highlights the composition of Oldham Road/Wood Street/Ainsworth Street Local Centre, as assessed during a visit to the centre on 22nd April 2026.

Table 7: Diversity of Uses		
Category	#	%
Convenience	1	3%
Comparison	4	11%
Retail Services	5	14%
Leisure Services	1	3%
Financial and Business Services	5	14%
Other	5	14%
Vacant	16	43%
Total	37	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

Oldham Road/Wood Street/Ainsworth Street Local Centre accommodates small format units and is surrounded by commercial and industrial land uses.

Proportion of Vacant Street Level Property

Table 7 above indicates a vacancy rate of 43%, which is above the UK average of 14.01% (Source: GOAD Centre Report, January 2026). This high vacancy rate is considered to stem from the surroundings of the Centre being principally commercial and industrial land uses, with few residential properties in the immediate surrounding area, thereby restricting the customer base nearby.

Retailer Representation and Intentions to Change Representation

The convenience offering in the Centre comprises one independent unit, with the comparison offer being slightly more generous, primarily made up of homeware shops, although retail services, and financial and business services make up the majority of occupied units.

Accessibility

The centre is easily accessible by foot, with a grade separated pavement running along the eastern side of Oldham Road offering safe and convenient access for pedestrians. There is also a signalised crossing point at the junction between Oldham Road and Wood Street which aids movement.

The Centre also contains bus stops, and is within walking distance of Rochdale Train Station and nearby Metrolink stations enabling access by public transport.

Off-street and on-street parking is very limited within the Centre, restricting the ability of customers to visit the Centre by car.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map does not detail any recorded crimes for the Oldham Road/Wood Street/Ainsworth Street Local Centre area (Rochdale Town Centre and Kingsway).

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form was generally open although the underpass below the railway bridge was unwelcoming and poorly maintained, and that the high vacancy rate would inevitably reduce natural surveillance.

Overall, the Centre appears to benefit from unobstructed pedestrian paths through the Centre, but some less maintained areas may contribute negatively to the perception of safety.

State of the Centre Environmental Quality

During a visit to Oldham Road/Wood Street/Ainsworth Street Local Centre on 22nd April 2026 the Centre was judged to have the following positive and negative attributes: -

Positives

- + Well-maintained pavements and crossing facilities;
- + Limited graffiti or litter;

Negatives

- Limited street furniture;
- Limited public open space;
- Unwelcoming underpass;
- Clusters of vacant units.

It is considered that generally the environmental quality of Oldham Road/Wood Street/Ainsworth Street Local Centre is adequate.

Conclusion

Based on the above, the vitality and viability of Oldham Road/Wood Street/Ainsworth Street Local Centre is considered to be adequate. The centre is accessible, but presents a high vacancy rate, and has a generally poor environmental quality which limits its attractiveness.

Overall, it is considered that Oldham Road/Wood Street/Ainsworth Street Local Centre is in adequate health.

MILKSTONE ROAD/MALDON STREET LOCAL CENTRE

Introduction

Milkstone Road/Maldon Street Local Centre is located approximately 1.3km to the west of the site and is located around the junction between Milkstone Road and Maldon Street.

Diversity of Uses

Table 8 below highlights the composition of Milkstone Road/Maldon Street Local Centre, as assessed during a visit to the centre on 22nd April 2026.

Table 8: Diversity of Uses		
Category	#	%
Convenience	1	7%
Comparison	4	29%
Retail Services	4	29%
Leisure Services	3	21%
Financial and Business Services	0	0%
Other	0	0%
Vacant	2	14%
Total	14	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

Milkstone Road/Maldon Street Local Centre features a range of independent retailers.

Proportion of Vacant Street Level Property

Table 8 above indicates a vacancy rate of 14%, which is equivalent to the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

The vitality of the centre is therefore considered to be good.

Retailer Representation and Intentions to Change Representation

The convenience offer of the Centre is provided by a single convenience shop, conversely, the comparison offer is more varied and makes up nearly 30% of the Centre's units, including a chemist clothing shops, and motoring products.

ACCESSIBILITY

The centre is easily accessible by foot, with pavements and pedestrianised areas offering safe and convenient access for pedestrians. There is also a bus stop in the centre, and Rochdale Train Station is nearby enabling access by public transport.

The Centre is generally dependent on on-street parking, with no off-street provision.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map does not detail any recorded crimes for the Milkstone Road/Maldon Street Local Centre area (Milkstone and Deeplish).

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form is generally open, well lit and well maintained, and therefore, is conducive to a safe environment for visitors.

Overall, the Centre appears to benefit from unobstructed and safe pedestrian paths through the Centre.

State of the Centre Environmental Quality

During a visit to Milkstone Road/Maldon Street Local Centre on 22nd April 2026 the centre was judged to have the following positive and negative attributes: -

Positives

- + Well-maintained pavements and crossing facilities;
- + Generally well-maintained shopfronts and signage;
- + Limited graffiti or litter;

Negatives

- Limited street furniture;
- Limited public open space.

It is considered that generally the environmental quality of Milkstone Road/Maldon Street Local Centre is good.

CONCLUSION

Based on the above, the vitality and viability of Milkstone Road/Maldon Street Local Centre is considered to be good. The centre is accessible and demonstrates a good level of environmental quality.

Overall, it is considered that Milkstone Road/Maldon Street Local Centre is in good health.

THE STRAND LOCAL CENTRE

Introduction

The Strand Local Centre is located approximately 2km to the southwest of the site and is located along Balderstone Road in Kirkholt.

Diversity of Uses

Table 9 below highlights the composition of The Strand Local Centre, as assessed during a visit to the Centre on 22nd April 2026.

Table 9: Diversity of Uses		
Category	#	%
Convenience	2	18%
Comparison	1	9%
Retail Services	2	18%
Leisure Services	2	18%
Financial and Business Services	0	0%
Other	4	36%
Vacant	0	0%
Total	11	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

The Strand Local Centre is a new-build development comprising primarily of a mixed use mid-rise building with a community centre, ground floor retail units, and residential properties above, as well as surrounding low-rise buildings.

Proportion of Vacant Street Level Property

Table 9 above indicates a vacancy rate of 0%, which is significantly below the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

The vitality of the centre is therefore considered to be very good.

Retailer Representation and Intentions to Change Representation

The convenience offering in the centre makes up 18% of the total number of units, with a similar portion for retail and leisure services, and a small comparison offering.

The presence of the Premier convenience shop represents the only national brand in the Centre.

Accessibility

The centre is easily accessible by foot, with pavements and pedestrianised areas offering safe and convenient access for pedestrians. There are bus stops immediately adjacent to the centre providing access to public transport.

A good amount of off-street car parking is provided within the Centre.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map details only two crimes in the area near to The Strand Local Centre (Balderstone and Kirkholt).

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form is generally open, well lit and well maintained, and therefore, is conducive to a safe environment for visitors.

Overall, the Centre appears to benefit from unobstructed and safe pedestrian paths through the Centre.

State of the Centre Environmental Quality

During a visit to The Strand Local Centre on 22nd April 2026 the centre was judged to have the following positive and negative attributes: -

Positives

- + Well-maintained pavements and crossing facilities;
- + Generally well-maintained shopfronts and signage;
- + Limited graffiti or litter;
- + Good parking provision.

It is considered that the environmental quality of The Strand Local Centre is very good.

Conclusion

Based on the above, the vitality and viability of The Strand Local Centre is considered to be very good. The centre is accessible and demonstrates a very good level of environmental quality.

Overall, it is considered that The Strand Local Centre is in very good health.

OLDHAM ROAD/CHARTER STREET LOCAL CENTRE

Introduction

Oldham Road/Charter Street Local Centre is located approximately 840m to the west of the site and is located along Oldham Road between Rochdale Bypass to the North and the junction between Oldham Road and Charlotte Street to the south.

Diversity of Uses

Table 10 below highlights the composition of Oldham Road/Charter Street Local Centre, as assessed during a visit to the Centre on 22nd April 2026.

Table 10: Diversity of Uses		
Category	#	%
Convenience	4	9%
Comparison	6	13%
Retail Services	10	21%
Leisure Services	15	32%
Financial and Business Services	3	6%
Other	3	6%
Vacant	6	13%
Total	47	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

Oldham Road/Charter Street Local Centre is a linear Centre situated along the eastern side of Oldham Road, primarily made up of small units.

Proportion of Vacant Street Level Property

Table 10 above indicates a vacancy rate of 13%, which is below the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

The vitality of the centre is therefore considered to be good.

Retailer Representation and Intentions to Change Representation

The convenience offering in the centre makes up 9% of the total number of units, with the majority of units being occupied by leisure uses. There is a modest comparison offer of 13%.

Accessibility

The centre is easily accessible by foot, with pavements and pedestrianised areas offering safe and convenient access for pedestrians. There are bus stops within the centre providing access to public transport.

The Centre is generally reliant on on-street parking, with little off-street parking available.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map does not detail any crimes in the area near to Oldham Road/Charter Street Local Centre (Kingsway).

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form is generally open, well lit and well maintained, and therefore, is conducive to a safe environment for visitors.

Overall, the Centre appears to benefit from unobstructed and safe pedestrian paths through the Centre.

State of the Centre Environmental Quality

During a visit to Oldham Road/Charter Street Local Centre on 22nd April 2026 the centre was judged to have the following positive and negative attributes: -

Positives

- + Well-maintained pavements and crossing facilities;
- + Generally well-maintained shopfronts and signage;
- + Limited graffiti or litter;
- + Good parking provision;

Negatives

- Limited street furniture;
- Limited public open space;
- Some litter present.

It is considered that the environmental quality of Oldham Road/Charter Street Local Centre is good.

Conclusion

Based on the above, the vitality and viability of Oldham Road/Charter Street Local Centre is considered to be good. The centre is accessible and demonstrates a good level of environmental quality.

Overall, it is considered that Oldham Road/Charter Street Local Centre is in good health.

WELL I' TH' LANE LOCAL CENTRE

Introduction

Well I' Th' Lane Local Centre is located approximately 940m to the west of the site and is located off Well I' Th' Lane.

Diversity of Uses

Table 11 below highlights the composition of Well I' Th' Lane Local Centre, as assessed during a visit to the Centre on 22nd April 2026.

Table 11: Diversity of Uses		
Category	#	%
Convenience	1	33%
Comparison	0	0%
Retail Services	1	33%
Leisure Services	1	33%
Financial and Business Services	0	0%
Other	0	0%
Vacant	0	0%
Total	3	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

Well I' Th' Lane Local Centre is a very small Centre, with the boundary only encompassing the Iceland supermarket, situated to the west of Well I' Th' Lane. However, given the presence of a pub and barber immediately on the boundary of this Centre, these have also been considered as part of the assessment.

Proportion of Vacant Street Level Property

Table 11 above indicates a vacancy rate of 0%, which is significantly below the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

The vitality of the centre is therefore considered to be good.

Retailer Representation and Intentions to Change Representation

The Centre most notably contains the Iceland supermarket which is situated alone in an area of land which sits below the road level of Well I' Th' Lane, the nearby pub and barber shop are both situated on the Lane itself.

Accessibility

The centre is easily accessible by foot, with pavements and pedestrianised areas offering safe and convenient access for pedestrians. There is a bus stop situated along Well I' Th' Lane.

A good amount of off-street car parking is provided within the Centre by the Iceland unit.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map does not detail any crimes in the area near to Well I' Th' Lane Local Centre (Balderstone and Kirkholt).

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form is generally open, well lit and well maintained, and therefore, is conducive to a safe environment for visitors.

The limited size of the Centre limits the potential for crime or the fear of crime.

State of the Centre Environmental Quality

During a visit to Well I' Th' Lane Local Centre on 22nd April 2026 the centre was judged to have the following positive and negative attributes: -

Positives

- + Well-maintained pavements and crossing facilities;
- + Generally well-maintained shopfronts and signage;
- + Limited graffiti or litter;
- + Good parking provision.

It is considered that the environmental quality of Well I' Th' Lane Local Centre is very good.

Conclusion

Based on the above, the vitality and viability of Well I' Th' Lane Local Centre is considered to be very good. The centre is accessible and demonstrates a very good level of environmental quality.

Overall, it is considered that Well I' Th' Lane Local Centre is in very good health.

OLDHAM ROAD/WOODBINE STREET LOCAL CENTRE

Introduction

Oldham Road/Woodbine Street Local Centre is located approximately 810m to the west of the site and is primarily formed along Oldham Road, between its junctions with Woodbine Street to the north and Prince Street to the south.

Diversity of Uses

Table 12 below highlights the composition of Oldham Road/Woodbine Street Local Centre, as assessed during a visit to the Centre on 22nd April 2026.

Table 12: Diversity of Uses		
Category	#	%
Convenience	3	16%
Comparison	2	11%
Retail Services	2	11%
Leisure Services	5	26%
Financial and Business Services	0	0%
Other	7	37%
Vacant	0	0%
Total	19	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

Oldham Road/Woodbine Street Local Centre comprises small format units set along the eastern side of Oldham Road.

Proportion of Vacant Street Level Property

Table 12 above indicates a vacancy rate of 0%, which is significantly below the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

The vitality of the centre is therefore considered to be very good.

Retailer Representation and Intentions to Change Representation

The convenience offering in the centre makes up 16% of the total number of units, although most units are occupied by leisure services, notably cafes and takeaways.

Accessibility

The centre is easily accessible by foot, with pavements and pedestrianised areas offering safe and convenient access for pedestrians. There are bus stops immediately to the north and south of the Centre, aiding with access via public transport.

There is limited off-street parking, with a general reliance on on-street parking in the area.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map details no crimes in the area near to Oldham Road/Woodbine Street Local Centre (Kingsway).

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form is generally open, well lit and well maintained, and therefore, is conducive to a safe environment for visitors.

Overall, the Centre appears to benefit from unobstructed and safe pedestrian paths through the Centre.

State of the Centre Environmental Quality

During a visit to Oldham Road/Woodbine Street Local Centre on 22nd April 2026 the centre was judged to have the following positive and negative attributes: -

Positives

- + Well-maintained pavements and crossing facilities;
- + Generally well-maintained shopfronts and signage;
- + Limited graffiti or litter;

Negatives

- Limited street furniture;
- Limited public open space;
- Limited off-street parking.

It is considered that the environmental quality of Oldham Road/Woodbine Street Local Centre is good.

Conclusion

Based on the above, the vitality and viability of Oldham Road/Woodbine Street Local Centre is considered to be very good. The centre is accessible and demonstrates a good level of environmental quality.

Overall, it is considered that Oldham Road/Woodbine Street Local Centre is in very good health.

MILNROW ROAD/PINE STREET LOCAL CENTRE

Introduction

Milnrow Road/Pine Street Local Centre is located approximately 770m to the north of the site and is located along the northern side of Milnrow Road, around its junction with Pine Street.

Diversity of Uses

Table 13 below highlights the composition of Milnrow Road/Pine Street Local Centre, as assessed during a visit to the Centre on 22nd April 2026.

Table 13: Diversity of Uses		
Category	#	%
Convenience	2	11%
Comparison	5	26%
Retail Services	2	11%
Leisure Services	4	21%
Financial and Business Services	0	0%
Other	2	11%
Vacant	4	21%
Total	19	100%

The vitality and viability of centres depend to a large extent on the quality and variety of retailers represented, with national retailers considered particularly important to attract shoppers. At the same time, independent shops play an important role in distinguishing a centre from its competitors.

Milnrow Road/Pine Street Local Centre is a short run of small units located along the northern side of Milnrow Road. It also includes a car repair garage to the eastern end of the Centre.

Proportion of Vacant Street Level Property

Table 13 above indicates a vacancy rate of 21%, which is above the UK average of 14.01% (Source: GOAD Centre Report, January 2026).

However, this percentage represents only 4 units and is reflective of the small number of units in the Centre. The vitality of the centre is therefore considered to be adequate.

Retailer Representation and Intentions to Change Representation

The convenience offering in the centre makes up 18% of the total number of units, with a similar portion for retail and leisure services, and a small comparison offering.

Accessibility

The centre is easily accessible by foot, with pavements and pedestrianised areas offering safe and convenient access for pedestrians. There are also two bus stops located within the centre.

Off-street car and cycle parking could be improved.

Perception of Safety and Occurrence of Crime

An indication of the prevalence of crime in an area can be derived from the mapped recorded crimes detailed within the Police.UK website. However, the crime map details no crimes in the area near to Milnrow Road/Pine Street Local Centre.

This is assessed to result from a lack of data rather than the absence of any crime in the location. However, during the survey of the Centre, it was identified that the built form is generally open, well lit and well maintained, and therefore, is conducive to a safe environment for visitors.

Overall, the Centre appears to benefit from unobstructed and safe pedestrian paths through the Centre.

State of Centre Environmental Quality

During a visit to Milnrow Road/Pine Street Local Centre on 22nd April 2026 the centre was judged to have the following positive and negative attributes: -

Positives

- + Well-maintained pavements and crossing facilities;
- + Generally well-maintained shopfronts and signage;
- + Limited graffiti or litter;

Negatives

- Limited street furniture;
- Limited public open space;
- Limited off-street parking.

It is considered that the environmental quality of Milnrow Road/Pine Street Local Centre is adequate.

Conclusion

Based on the above, the vitality and viability of Milnrow Road/Pine Street Local Centre is considered to be adequate. The centre is accessible but demonstrates an adequate level of environmental quality.

Overall, it is considered that Milnrow Road/Pine Street Local Centre is in adequate health.

Retail Impact Tables

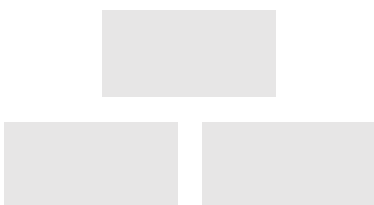


Table 1: Population Forecast for 5 Minute Drive Time Catchment

Year	2026	2027	2028	2029	2030	2031
Catchment Area	43,456	43,685	43,916	44,175	44,428	44,691

Notes

Figures Provided by Experian Micromarketer (June 2026)

Table 2a: Convenience Retail Goods Expenditure Per Capita

	2024	2025	2026	2027	2028	2029	2030	2031
Expenditure (£) (with SFT)	£2,392	£2,356	£2,344	£2,340	£2,335	£2,330	£2,326	£2,321
Expenditure (£) (minus SFT)	£2,270	£2,231	£2,218	£2,209	£2,202	£2,193	£2,186	£2,179
SFT Expenditure (£)	£122	£125	£127	£131	£133	£137	£140	£142

Table 2b: Comparison Retail Goods Expenditure Per Capita

	2024	2025	2026	2027	2028	2029	2030	2031
Expenditure (£) (with SFT)	£3,219	£3,203	£3,241	£3,300	£3,382	£3,467	£3,553	£3,642
Expenditure (£) (minus SFT)	£2,401	£2,377	£2,395	£2,422	£2,469	£2,520	£2,569	£2,622
SFT Expenditure (£)	£818	£826	£846	£878	£913	£946	£984	£1,020

Assumptions Regarding Available Expenditure on Convenience Retail Goods

Year	2024	2025	2026	2027	2028	2029	2030	2031
Growth in Expenditure (%)		-1.50%	-0.50%	-0.20%	-0.20%	-0.20%	-0.20%	-0.20%
Non store spend (SFT) (%)	5.10%	5.30%	5.40%	5.60%	5.70%	5.90%	6.00%	6.10%

Assumptions Regarding Available Expenditure on Comparison Retail Goods

Year	2024	2025	2026	2027	2028	2029	2030	2031
Growth in Expenditure (%)		-0.50%	1.20%	1.80%	2.50%	2.50%	2.50%	2.50%
Non store spend (SFT) (%)	25.40%	25.80%	26.10%	26.60%	27.00%	27.30%	27.70%	28.00%

Notes

2024 Price Base Year - Retail Goods Expenditure - Experian Micromarketer (June 2026)

Growth Rates - Experian Retail Planner Briefing Note 23 (March 2026) - Figure 1a

Special Forms of Trading (SFT) - Experian Retail Planner Briefing Note 23 (March 2026) - Appendix 3

Table 3a: Total Available Convenience Retail Goods Expenditure

Year	2026	2027	2028	2029	2030	2031
Expenditure (£m) (with SFT)	£101.88	£102.21	£102.54	£102.94	£103.32	£103.73
Expenditure (£m) (minus SFT)	£96.37	£96.48	£96.70	£96.87	£97.12	£97.40
SFT Expenditure (£m)	£5.50	£5.72	£5.84	£6.07	£6.20	£6.33

Notes

Source - Tables 1 & 2

Table 3b: Total Available Comparison Retail Goods Expenditure

Year	2026	2027	2028	2029	2030	2031
Expenditure (£m) (with SFT)	£140.86	£144.15	£148.53	£153.14	£157.87	£162.78
Expenditure (£m) (minus SFT)	£104.09	£105.80	£108.43	£111.33	£114.14	£117.20
SFT Expenditure (£m)	£36.76	£38.34	£40.10	£41.81	£43.73	£45.58

Notes

Source - Rapleys LLP Tables 1 & 2

Table 3c: Total Available Convenience and Comparison Retail Goods Expenditure

Year	2026	2027	2028	2029	2030	2031
Expenditure (£m) (with SFT)	£242.73	£246.35	£251.07	£256.08	£261.19	£266.50
Expenditure (£m) (minus SFT)	£200.47	£202.29	£205.13	£208.20	£211.26	£214.60
SFT Expenditure (£m)	£42.26	£44.07	£45.95	£47.88	£49.93	£51.90

Notes

Source - Rapleys LLP Tables 1 & 2

Table 4: Proposed Foodstore - Benchmarked Turnover

Proposed Foodstore					
	Total Sales Floorspace (sq.m)	Benchmark Turnover (£/sq.m)	Total Store Turnover 2024 (£m)	Total Store Turnover 2026 (£m)	Total Store Turnover 2031 (£m)
Convenience Retail Goods	1,223	£8,585	£10.50	£10.43	£10.43
Comparison Retail Goods	306	£4,620	£1.41	£1.43	£1.59
Total	1,529	-	£11.91	£11.86	£12.02

Assumptions Regarding Sales Density Growth Rate

	2025	2026	2027	2028	2029	2030	2031
Convenience Growth Rate (%)	-0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Comparison Growth Rate (%)	-0.2%	1.3%	1.8%	2.3%	2.3%	2.3%	2.3%

Notes

Benchmark Turnover - Sourced from GlobalData (October 2025). Price Base Adjusted from 2025e to 2024. Experian Retail Planner Briefing Note 23 (March 2026) - Appendix 4b.

Adjusted for Density Growth - Experian Retail Planner Briefing Note 23 (March 2026) - Figures 4a & 4b.

Assessment years: Base year - 2026. Design year - 2031.

Table 5a: Available Convenience Retail Goods Expenditure within Catchment

	2026	2031
Catchment Area Available Expenditure (£m)	£96.37	£97.40
Convenience Turnover of the Proposed Store (£m)	£10.43	£10.43
Percentage of Total Available Convenience Expenditure (%)	10.82%	10.70%
Expenditure Remaining (£m)	£85.95	£86.97

Table 5b: Available Comparison Retail Goods Expenditure within Catchment

	2026	2031
Catchment Area Available Expenditure (£m)	£104.09	£117.20
Comparison Turnover of the Proposed Store (£m)	£1.43	£1.59
Percentage of Total Available Convenience Expenditure (%)	1.37%	1.36%
Expenditure Remaining (£m)	£102.66	£115.60

Table 5c: Available Convenience and Comparison Retail Goods within Catchment

	2026	2031
Catchment Area Available Expenditure (£m)	£200.47	£214.60
Turnover of the Proposed Store (£m)	£11.86	£12.02
Percentage of Total Available Expenditure (%)	5.91%	5.60%
Expenditure Remaining (£m)	£188.61	£202.58

Notes

Available expenditure excludes SFT

Tables 3 & 4

Table 6: Existing Stores Benchmark Turnovers (£m)

RETAIL CENTRE LOCATIONS (1)	sales area sqm	conv sales %	comp sales %	Conv. Net sales £per sqm	Comp. Net sales £per sqm	conv sales area	comp sales area	Convenience Turnover 2024 (£m)	Comparison Turnover 2024 (£m)	Convenience Turnover 2026 (£m)	Comparison Turnover 2026 (£m)	Convenience & Comparison Turnover 2026 (£m)	Convenience Turnover 2031 (£m)	Comparison Turnover 2031 (£m)	Convenience & Comparison Turnover 2031 (£m)
ROCHDALE TOWN CENTRE (2)															
M&S Foodhall				£11,960	£4,434	564	132	£6.75	£0.59	£6.70	£0.59	£7.29	£6.70	£0.62	£7.31
Iceland				£7,576	£2,141	746	5	£5.65	£0.01	£5.61	£0.01	£5.62	£5.61	£0.01	£5.62
B&M Store	2,130	25.00%	75.00%	£5,000	£3,000	533	1,598	£2.66	£4.79	£2.64	£4.85	£7.49	£2.64	£5.05	£7.69
Home Bargains				£5,000	£3,000	191	542	£0.96	£1.63	£0.95	£1.64	£2.59	£0.95	£1.71	£2.66
Other Convenience Retail Goods Stores		80.00%	20.00%	£5,000	£2,500	200	55	£1.00	£0.14	£0.99	£0.14	£1.13	£0.99	£0.14	£1.14
Other Comparison Retail Goods Stores	19,500	0.00%	100.00%		£3,500	-	19,500	£0.00	£68.25	£0.00	£69.00	£69.00	£0.00	£71.86	£71.86
Sub-Total						2,234	21,832	£17.01	£75.40	£16.90	£76.23	£93.12	£16.90	£79.39	£96.28
MILNROW DISTRICT CENTRE															
Co-op, Dale Street				£11,226	£8,551	544	128	£6.11	£1.09	£6.06	£1.11	£7.17	£6.06	£1.15	£7.22
Other Convenience Retail Goods Stores	90	95.00%	5.00%	£5,000	£2,500	86	5	£0.43	£0.01	£0.42	£0.01	£0.44	£0.42	£0.01	£0.44
Other Comparison Retail Goods Stores	475	0.00%	100.00%		£3,000	-	475	£0.00	£1.43	£0.00	£1.44	£1.44	£0.00	£1.50	£1.50
Sub-Total						630	608	£6.53	£2.53	£6.49	£2.56	£9.05	£6.49	£2.66	£9.15
NEWHEY VILLAGE CENTRE (NEWHEY ROAD/ HUDDERSFIELD ROAD)															
Other Convenience Retail Goods Stores	170	90.00%	10.00%	£5,000	£2,500	153	17	£0.77	£0.04	£0.76	£0.04	£0.80	£0.76	£0.04	£0.80
Other Comparison Retail Goods Stores	90	0.00%	100.00%		£3,000	-	90	£0.00	£0.27	£0.00	£0.27	£0.27	£0.00	£0.28	£0.28
Sub-Total						153	107	£0.77	£0.31	£0.76	£0.32	£1.08	£0.76	£0.33	£1.09
THE STRAND LOCAL CENTRE															
Other Convenience Retail Goods Stores	300	85.00%	15.00%	£5,000	£2,500	255	45	£1.28	£0.11	£1.27	£0.11	£1.38	£1.27	£0.12	£1.38
Other Comparison Retail Goods Stores	50	0.00%	100.00%		£3,000	-	50	£0.00	£0.15	£0.00	£0.15	£0.15	£0.00	£0.16	£0.16
Sub-Total						255	95	£1.28	£0.26	£1.27	£0.27	£1.53	£1.27	£0.28	£1.54
DRAKE STREET LOCAL CENTRE															
Other Convenience Retail Goods Stores	150	90.00%	10.00%	£5,000	£2,500	135	15	£0.68	£0.04	£0.67	£0.04	£0.71	£0.67	£0.04	£0.71
Other Comparison Retail Goods Stores	-	0.00%	100.00%		£3,000	-	-	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-Total						135	15	£0.68	£0.04	£0.67	£0.04	£0.71	£0.67	£0.04	£0.71
MILKSTONE ROAD LOCAL CENTRE															
Other Convenience Retail Goods Stores	470	85.00%	15.00%	£5,000	£2,500	400	71	£2.00	£0.18	£1.98	£0.18	£2.16	£1.98	£0.19	£2.17
Other Comparison Retail Goods Stores	190	0.00%	100.00%		£3,000	-	190	£0.00	£0.57	£0.00	£0.58	£0.58	£0.00	£0.60	£0.60
Sub-Total						400	261	£2.00	£0.75	£1.98	£0.75	£2.74	£1.98	£0.79	£2.77
MILKSTONE ROAD/ PICKUP STREET LOCAL CENTRE															
Other Convenience Retail Goods Stores	90	95.00%	5.00%	£5,000	£2,500	86	5	£0.43	£0.01	£0.42	£0.01	£0.44	£0.42	£0.01	£0.44
Other Comparison Retail Goods Stores	-	0.00%	100.00%		£3,000	-	-	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-Total						86	5	£0.43	£0.01	£0.42	£0.01	£0.44	£0.42	£0.01	£0.44
OLDHAM ROAD/ WOOD STREET LOCAL CENTRE															
Other Convenience Retail Goods Stores	50	95.00%	5.00%	£5,000	£2,500	48	3	£0.24	£0.01	£0.24	£0.01	£0.24	£0.24	£0.01	£0.24
Other Comparison Retail Goods Stores	70	0.00%	100.00%		£3,000	-	70	£0.00	£0.21	£0.00	£0.21	£0.21	£0.00	£0.22	£0.22
Sub-Total						48	73	£0.24	£0.22	£0.24	£0.22	£0.45	£0.24	£0.23	£0.46
MILNROW ROAD/ PINE STREET LOCAL CENTRE															
Other Convenience Retail Goods Stores	50	95.00%	5.00%	£5,000	£2,500	48	3	£0.24	£0.01	£0.24	£0.01	£0.24	£0.24	£0.01	£0.24
Other Comparison Retail Goods Stores	60	0.00%	100.00%		£3,000	-	60	£0.00	£0.18	£0.00	£0.18	£0.18	£0.00	£0.19	£0.19
Sub-Total						48	63	£0.24	£0.19	£0.24	£0.19	£0.42	£0.24	£0.20	£0.43

MILKSTONE ROAD/ MALDON STREET LOCAL CENTRE															
Other Convenience Retail Goods Stores	30	0.00%	100.00%	£5,000	£2,500	-	30	£0.00	£0.08	£0.00	£0.08	£0.08	£0.00	£0.08	£0.08
Other Comparison Retail Goods Stores	110	0.00%	100.00%		£3,000	-	110	£0.00	£0.33	£0.00	£0.33	£0.33	£0.00	£0.35	£0.35
Sub-Total						-	140	£0.00	£0.41	£0.00	£0.41	£0.41	£0.00	£0.43	£0.43
OLDHAM ROAD/ WOODBINE STREET LOCAL CENTRE															
Other Convenience Retail Goods Stores	65	95.00%	5.00%	£5,000	£2,500	62	3	£0.31	£0.01	£0.31	£0.01	£0.31	£0.31	£0.01	£0.32
Other Comparison Retail Goods Stores	-	0.00%	100.00%		£3,000	-	-	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-Total						62	3	£0.31	£0.01	£0.31	£0.01	£0.31	£0.31	£0.01	£0.32
OLDHAM ROAD/ CHARTER STREET LOCAL CENTRE															
Other Convenience Retail Goods Stores	230	90.00%	10.00%	£5,000	£2,500	207	23	£1.04	£0.06	£1.03	£0.06	£1.09	£1.03	£0.06	£1.09
Other Comparison Retail Goods Stores	125	0.00%	100.00%		£3,000	-	125	£0.00	£0.38	£0.00	£0.38	£0.38	£0.00	£0.39	£0.39
Sub-Total						207	148	£1.04	£0.43	£1.03	£0.44	£1.47	£1.03	£0.46	£1.48
WELL I' TH' LANE LOCAL CENTRE															
Iceland				£7,576	£2,141	410	20	£3.11	£0.04	£3.08	£0.04	£3.13	£3.08	£0.05	£3.13
Other Convenience Retail Goods Stores	-	0.00%	100.00%	£5,000	£2,500			£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other Comparison Retail Goods Stores	-	0.00%	100.00%		£3,000			£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-Total						410	20	£3.11	£0.04	£3.08	£0.04	£3.13	£3.08	£0.05	£3.13
EDGE/ OUT OF CENTRE LOCATIONS															
Asda, Dane Street, Rochdale, OL12 6XT				£10,519	£6,700	3,500	1,900	£36.82	£12.73	£36.56	£12.87	£49.43	£36.56	£13.40	£49.96
Asda, Kingsway Retail Park, Rochdale, OL16 5AF				£10,519	£6,700	600	80	£6.31	£0.54	£6.27	£0.54	£6.81	£6.27	£0.56	£6.83
B&M Store, Kingsway Retail Park, Rochdale, OL16 5AF	1,076	25%	75%	£5,000	£3,000	269	807	£1.35	£2.42	£1.34	£2.45	£3.78	£1.34	£2.55	£3.88
The Food Warehouse (by Iceland), Kingsway Retail Park, Rochdale, OL16 5AF				£7,576	£2,141	596	140	£4.52	£0.30	£4.48	£0.30	£4.79	£4.48	£0.32	£4.80
Morrisons, Kingsway, Rochdale, OL16 4AT				£10,555	£5,027	3,454	900	£36.46	£4.52	£36.20	£4.57	£40.78	£36.20	£4.76	£40.97
Aldi, Elizabethan Way, Rochdale, OL16 4HD	1,005	80%	20%	£11,425	£8,095	804	201	£9.19	£1.63	£9.12	£1.64	£10.77	£9.12	£1.71	£10.83
Aldi, Entwisle Road, Rochdale, OL16 2HZ	850	80%	20%	£11,425	£8,095	680	170	£7.77	£1.38	£7.71	£1.39	£9.11	£7.71	£1.45	£9.16
Aldi, Mellor Street, Rochdale, OL12 6XD	1,105	80%	20%	£11,425	£8,095	884	221	£10.10	£1.79	£10.03	£1.81	£11.84	£10.03	£1.88	£11.91
Lidl, Spotland Road, Rochdale, OL12 6TS	1,282	80%	20%	£8,260	£4,664	1,026	256	£8.47	£1.20	£8.41	£1.21	£9.62	£8.41	£1.26	£9.67
Home Bargains, The Point Retail Park, Rochdale, OL16 1TS				£5,000	£3,000	377	1,074	£1.89	£3.22	£1.87	£3.26	£5.13	£1.87	£3.39	£5.26
Farmfoods, Whitworth Road, Rochdale, OL12 0TY				£5,000	£2,500	511	120	£2.56	£0.30	£2.54	£0.30	£2.84	£2.54	£0.32	£2.85
B&M Homestore, Whitworth Road, Rochdale, OL12 0EU	2,683	20%	80%	£5,000	£3,000	537	2,146	£2.68	£6.44	£2.66	£6.51	£9.17	£2.66	£6.78	£9.44
Other Convenience Retail Goods Stores	450	85.00%	15.00%	£5,000	£2,500	383	68	£1.91	£0.17	£1.90	£0.17	£2.07	£1.90	£0.18	£2.08
Other Comparison Retail Goods Stores	1,100	0.00%	100.00%		£3,000	-	1,100	£0.00	£3.30	£0.00	£3.34	£3.34	£0.00	£3.47	£3.47
Sub-Total						13,620	9,183	£130.01	£39.93	£129.10	£40.37	£169.46	£129.10	£42.04	£171.14
ALL TOTALS						18,284	32,551	£163.62	£120.52	£162.48	£121.85	£284.32	£162.48	£126.89	£289.37

Notes

(1) List of Retail Centres based on the Local Plan (UDP) Policies Map.

(2) Includes all areas within the Town Centre Boundary.

Benchmark Turnover for named stores - Sourced from GlobalData (Ocotber 2025). Price Base Adjusted from 2025e to 2024. Experian Retail Planner Briefing Note 23 (March 2026) - Appendix 4b

Adjusted for Density Growth - Experian Retail Planner Briefing Note 23 (March 2026) - Figures 4a & 4b.

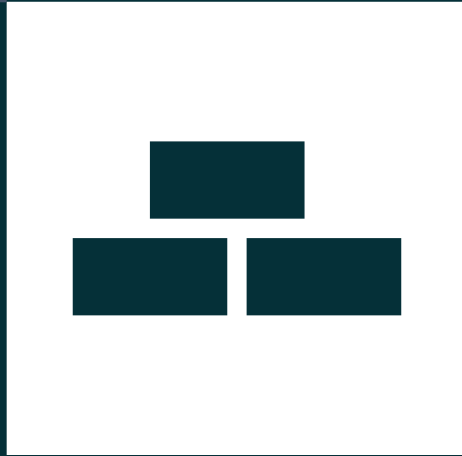
Assessment years: Base year - 2026. Design year - 2031.

Net Floorspace taken from VOA/ StorePointGeo/ Decision Notices/ and estimated by Rapleys

Local/ Other/ Costcutter/ Spar convenience goods retailers sales density estimated. Convenience @ £5,000 per sqm. Comparision @ £2,500

Other Comparision Stores sales density estimated @ £3,000 per sqm.

Assumptions Regarding Sales Density Growth Rate							
	2025	2026	2027	2028	2029	2030	2031
Conv. Growth Rate (%)	-0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Comp. Growth Rate (%)	-0.2%	1.3%	1.8%	2.3%	2.3%	2.3%	2.3%



For further details contact:
Jake Challinor-Smith
j.challinorsmith@rapleys.com
York House York Street
Manchester M2 3BB

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