Contents

Volume 1 — Main report (this volume)

1 Introduction ........................................................................................................................................... 3
2 Planning policy context .......................................................................................................................... 5
3 Study Context ......................................................................................................................................... 15
4 The Sub-Regional Context .................................................................................................................... 23
5 Introduction to health checks & assessment of Dalston major town centre ........................................... 30
6 Assessment of Hackney’s District Town Centres (Hackney Central, Stoke Newington, Finsbury Park) .... 41
7 Assessment of Hackney’s Local Shopping Centres ............................................................................... 56
8 Assessment of potential future centres ................................................................................................. 68
9 Inputs into the quantitative need assessment ....................................................................................... 74
10 Quantitative retail capacity forecasts .................................................................................................. 82
11 Commercial leisure assessment ........................................................................................................... 93
12 Summary & Recommendations ........................................................................................................... 107

Volume 2 — Survey area and market share plans

Volume 3 — Policy boundaries and land use plans

Volume 4 — Appendices

Volume 5 — Household survey results (NEMS Market Research)

Volume 6 — In-centre survey results (NEMS Market Research)
1 Introduction

1.1 GVA has been instructed by the London Borough of Hackney (‘the Council’) to undertake a ‘Town Centre & Retail Study’ for the Borough. The study will form part of the Council’s new Local Plan (‘LP33’) evidence base, and is also expected to inform other areas within the Council such as regeneration delivery, as well as assisting with the determination of planning applications for new retail and commercial leisure floorspace in the Borough. The study updates the previous retail and leisure study for the Borough, completed by Roger Tym & Partners in 2005 (‘the 2005 Study’).

1.2 Our study has been informed by on-site and desk-based information-gathering, including site visits to each of the principle centres in the Borough, including the major town centre of Dalston, the district town centres of Hackney Central, Stoke Newington and Finsbury Park, the network of smaller local service centres, plus centres which the Council is considering as future policy allocations, the largest of which being Shoreditch.

1.3 Further evidence is provided by way of an updated household telephone survey of shopping and leisure patterns across the Borough, and adjacent surrounding areas in which residents may look towards facilities in the Borough to meet their shopping and leisure needs (we refer to the area over which the household telephone survey was undertaken as the ‘survey area’ throughout this report). The results of the survey can also be used to understand the extent to which centres surrounding the Borough are competing for expenditure with the network of centres in Hackney. It also enables a clear picture of the influence of Westfield Stratford City, which was not trading at the time of the 2005 Study, to be obtained.

1.4 In addition, on-street surveys of users of Dalston, Hackney Central, Stoke Newington and Shoreditch were undertaken, to gather evidence on for what reasons people are using the centres, what they like and dislike about the centres, and how they could be improved. We have also made use of monitoring data and existing evidence provided by the Council.

Structure of remainder of report

1.5 Our report is split into six volumes. This report forms Volume 1 to the study and is structured as follows:

- **Section 2** sets out our review of national, strategic and local planning policies relevant to retail and leisure planning;
- **Section 3** considers national trends in the retail sector, and in particular the implications of recent economic growth and technological advances which are impacting on shopping habits;
- **Section 4** considers the wider study context, identifying the most popular shopping destinations for residents in the survey area which we have used as the basis of our assessment, the key competing centres surrounding this survey area, and the extent to which these competing centres influence the shopping patterns of residents;
- **Section 5** reviews the composition, role and function of current shopping and commercial leisure provision in Dalston major town centre;
- **Section 6** undertakes a similar analysis for the district town centres of Hackney Central, Stoke Newington and Finsbury Park;
- **Section 7** presents a high-level review of the network of Local Shopping Centres (LSCs) in the Borough;
- **Section 8** considers the role and function of potential future centres in the Borough;
- **Section 9** sets out our approach to calculating retail capacity, including definition of the household telephone survey area and discussion of approach to the household telephone survey;
- **Section 10** sets out the quantitative ‘need’ for additional convenience (food) and comparison (non-food) retail floorspace in the Borough, over the study period to 2033;
- **Section 11** sets out our review of commercial leisure provision within and outside the Borough, and draws conclusions on the quantitative and qualitative need for additional commercial leisure facilities; and
- **Section 12** draws our analysis together and sets out conclusions, strategic guidance and recommendations on future change and growth in the Borough’s network of centres.

Volumes 2 to 6 of the report provide supplementary data which should be read alongside the main findings, as follows:
• **Volume 2** provides survey area and market share plans;
• **Volume 3** provides boundary maps of each of the centres in the Borough, and land use maps for the centres of Dalston, Hackney Central, Stoke Newington and Finsbury Park;
• **Volume 4** sets out data tables related to the quantitative retail and leisure need forecasts set out in this study;
• **Volume 5** sets out the household telephone survey results; and
• **Volume 6** sets out the on-street survey results.

**Key terms**

1.6 A glossary of key terms which are used throughout this study is appended to the rear of Volume I.
2 Planning policy context

2.1 In this section we summarise the key features of national and local planning policy guidance which provides the context and framework for this study.

National policy context

National Planning Policy Framework (NPPF), 2012


2.3 The NPPF continues to recognise that the planning system is plan-led and therefore Local Plans, incorporating neighbourhood plans where relevant, are the starting point for the determination of any planning application. In line with the Government’s aim to streamline the planning process, each Local Planning Authority (LPA) should produce a single Local Plan for its area with any additional documents to be used only where clearly justified.

2.4 The NPPF maintains the general thrust of previous policy set out in PPS4 - Planning for Sustainable Economic Growth (2009). It advocates a ‘town centres first’ approach, and requires planning policies to positively promote competitive town centre environments and manage the growth of centres over the plan period. In planning for town centres LPAs should:

- Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- Define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- Define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary shopping frontages in designated centres and set policies that make clear which uses will be permitted in such locations;
- Promote competitive town centres that provide customer choice and a diverse retail offer which reflect the individuality of town centres;
- Retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- Allocate a range of suitable sites to meet the scale and type of economic development needed in town centres. Where town centre sites are not available, LPAs should adopt a sequential approach to allocate appropriate edge of centre sites;
- Set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- Recognise that residential development can play an important role in ensuring the vitality of centres; and
- Where town centres are in decline, plan positively for their future to encourage economic activity.

2.5 LPAs should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area. These assessments should be integrated and take full account of relevant market and economic signals. LPAs should use the evidence base to assess, inter alia:

- The needs for land or floorspace for economic development, taking account of both quantitative and qualitative requirements for all foreseeable types of economic activity over the plan period, including retail and commercial leisure development;
- The existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified needs;
- The role and function of town centres and the relationship between them, including any trends in the performance of centres; and
- The capacity of existing centres to accommodate new town centre development.
2.6 Consistent with transitional arrangements, the Local Plan will be examined by an independent inspector whose role it is to assess whether the plan is sound. In order to be found sound the Plan should be:

- Positively prepared i.e. based on a strategy which seeks to meet objectively assessed development and infrastructure requirements
- Justified i.e. the most appropriate strategy, when considered against the alternatives;
- Effective i.e. deliverable over its plan period and based on effective joint working; and
- Consistent with national policy i.e. enable the delivery of sustainable development

2.7 Overall, the NPPF adopts a positive approach, with a presumption in favour of sustainable development and support for economic growth. In terms of decision-making, applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The NPPF is a material consideration in planning decisions.

National Planning Policy Guidance (NPPG) (2014)

2.8 In March 2014 the Department for Communities and Local Government (DCLG) launched the online planning practice guidance, which cancelled a number of previous planning practice guidance documents, including the Practice Guidance on Need, Impact and the Sequential Approach (2009). Although it does not constitute a statement of Government policy, it provides technical guidance on how to prepare a robust evidence base and how to assess the impact of proposals for main town centre uses. The web-based resource provides guidance on how to assess and plan to meet the needs of main town centre uses in full through production of a positive vision or strategy for town centres.

Local policy context

Hackney Borough Adopted Core Strategy (November 2010)

2.9 Hackney Council adopted their Core Strategy Document in November 2010. The document forms a part of the Council’s Local Development Framework and is intended to be a basis for planning the borough over a 15 year period and delivering strategic priorities and outcomes up to 2025. A key focus of the document is for ‘place-making’ in Hackney as opposed to ‘plan-making’ in addition to supporting the ‘Growth Area’ strategy for sustainable development in areas including Dalston, Hackney Central and Shoreditch as set out below.

2.10 Core Strategy Policy 13, Town Centres, seeks to protect existing retail uses in Hackney in accordance with the borough’s retail hierarchy which is set out in Figure 2.1 below. The Policy requires that development is directed to town centres with capacity for additional growth and that development should be appropriate in terms of the scale and type of new development, reflective of the existing and future role of the town centre. The Council will ensure the principal focus of growth will be directed towards the Major and District Town Centres in the borough.

Figure 2.1: LB Hackney retail hierarchy
2.11 Policy 13 also seeks to protect the vitality and viability of the town centres by:

- Encouraging diversity of uses (including residential mixed use);
- Enhancing environmental quality, appearance and safety of the centres;
- Resisting the loss of retail where this would harm the function of the centre;
- Recognising distinctive characters (cultural, tourism, leisure etc.) of each centre; and
- Maintaining and enhancing access to the centres via sustainable modes of transport.

2.12 **Core Strategy Policy 14, Street Markets**, recognises the important contribution of street markets to the economic and social vitality of the borough, and the street markets of Ridley Road, Hoxton Street, Broadway Market, Kingsland Waste and Well Street will be protected and provision of new markets encouraged.

2.13 In accordance with Core Strategy Policy 13 and in planning for economic and housing growth Core Strategy Policy 1, Main Town Centres, states that the Council will direct this growth towards the main town centres of Dalston Major Centre and Hackney Central District Town Centre. To show how these centres will develop and progress, Area Action Plans (AAP) have been prepared for each of these areas to identify quantity, character, location, coordination and infrastructure requirements for growth. These are briefly reviewed later in this section.

2.14 The Council wishes to improve Dalston through encouraging a mix of uses and enhancing the historic environment, whilst utilising the new Dalston Junction Station to facilitate better connectivity and growth, particularly with regards to employment and attracting in new business. The key vision for Hackney Central is to consolidate the District Town Centre’s role as a key civic, cultural and administrative hub within the borough. Delivery of new homes, retail and leisure services which represent the cultural diversity of the local community is envisioned to support this development of the Centre.

2.15 Another area which the Core Strategy predicts will see further change is ‘South Shoreditch’ (defined under the Core Strategy as including Hackney’s part of the London Central Activities Zone, extending to southerly parts of Hoxton and Kingsland Road.) which holds significant commercial development and a number of development opportunities, including a substantial amount of pipeline development incorporating offices, residential and retail. Core Strategy Policy 3, City Fringe South Shoreditch, recognises the growing strength of this major destination and accordingly states that care will be taken to balance the objectives of growth and enhancement of the Centre’s local architectural and historic character. A key element of enhancing this centre will be through management of the evening economy, which has significantly grown in recent years.

### Evening and Night-Time Economy

2.16 The evening and night-time economy is often a key aspect of a town centre’s vitality and viability and LB Hackney will manage the expansion of the borough’s diverse evening uses in accordance with Core Strategy Policy 15, Evening and Night-Time Economy. Uses which contribute to the evening economy will be encouraged in Hackney Central, Stoke Newington High Street, Broadway Market, Dalston while limited expansion will apply to South Shoreditch, which is already a key night-time destination hosting a significant number of bars, restaurants and licensed premises.

### Improved Transport Infrastructure

2.17 As public transport improvements come into being and accessibility is improved, so too will growth and new development pressures be directed towards these increasing accessible areas, particularly around new railway stations. Core Strategy Policy 2, Improved Railway Corridors, recognises this by way of encouraging intensification of residential, employment and commercial uses (including mixed uses) around Shoreditch High Street, Hoxton and Haggerston stations, and along Kingsland Road. The core strategy indicates that much of this development will be employment-led mixed use, to meet demand for future employment space.

### Hackney Borough Development Management Local Plan (2015)

2.18 LB Hackney adopted its Development Management Local Plan (DMLP) in 2015 to guide and manage development in the borough. The document sets out detailed planning policies intended to assist the Council in assessing planning applications within the borough.

2.19 The document sets out policies to protect and guide development of retail within the borough. These are summarised as follows:
Local Plan Policy DM7 states that where new retail development is proposed, the Council will seek to ensure that development proposals are supported where they succeed in remedying deficiencies in facilities and services important to the local community.

Local Plan Policy DM8 seeks to protect small and independent shops through resisting amalgamation of individual shops which would result in loss of these essential services. The policy also requires that large development proposals (A use class) incorporate small shop premises equating to 10% of the total amount of proposed gross internal retail floorspace.

Local Plan Policy DM9 and DM10 sets out policy restrictions in relation to change of use of shops for primary and secondary shopping frontages in the Major, District, Local Shopping Centres and out-of-centre locations and more specifically Stoke Newington, Hackney Central and Finsbury Park.

In terms of A5 retail uses, under Policy DM3 the Council will ‘seek to manage access to hot food takeaways such as by restricting proposals for new hot food takeaways from location within 400 metres of secondary schools, and working with business and developers to promote healthier lifestyles through design and types of use within developments.’

Similarly to the policy set out in the Core Strategy, Local Plan Policy DM11, seeks to manage evening and night-time economy uses particularly with regard to proposals in Shoreditch and Dalston.

Hackney Borough Site Allocations Local Plan (2016)

LB Hackney adopted the Site Allocations Local Plan (SALP) in 2016 along with the Core Strategy and Development Management Local Plan and forms part of LB Hackney’s Development Plan. The document identifies key strategic sites in the borough and accordingly provides site specific policy and allocates particular uses to those sites in the interest of guiding and managing growth within the borough.

While the SALP identifies a number of allocated sites, not many are allocated for retail use. Below we have focused on what we consider to be key allocated and opportunity sites which have the potential to accommodate retail and other ‘main town centre’ uses, a number of which are identified in the SALP:

- **Arches 189-222 Morning Lane**

  The SALP recognises development opportunity for mixed use with ground level retail in front of the arches creating an active frontage along Morning Lane, eastwards beyond the already established Hackney Walk shopping area. The site is also a safeguarded site for Crossrail 2 transport infrastructure and a potential future east extension of the line.

- **Tesco Site, 55 Morning Lane**

  We understand, at the time of preparation of this study, that the Council was in the process of acquiring the Tesco supermarket site and adjoining car park at 55 Morning Lane with intentions to develop retail and commercial floorspace and new residential units. We understand Tesco are seeking to retain a store on the site. The site has been identified as a development opportunity in the recently-published Hackney Central and Surrounds Masterplan SPD (see below).

- **Clapton Bus Garage/ Arches by Bohemia Place**

  While this opportunity site has not been included within the SALP document discussions with the Council have confirmed that this site offers substantial development opportunity to enhance and consolidate the existing retail offer in Hackney Central.

  The Council have expressed their desire to create a retail circuit which incorporates the currently underused railway arches and integrates Hackney Walk and the future redevelopment of the Tesco site, leading shoppers on a journey around this eastern portion of Hackney Central and linking back around to Mare Street and the core retail offer of the District Town Centre. Again, the site has been identified as a development opportunity in the recently-published Hackney Central and Surrounds Masterplan SPD (see below).

- **Wilmer Industrial Estate, Stoke Newington**

  Located in proximity to Stoke Newington Church Street, there lies the opportunity for mixed use development, including retail use on the site. We understand there to be an extant planning permission (2013/3187) for demolition of the existing buildings to provide retail at ground floor and 53 residential units on the upper floors. To date no development has taken place on the site.

Area Action Plans and SPDs
2.24 LB Hackney has prepared Area Action Plans (AAP) for the areas of Dalston, Hackney Central, Hackney Wick and Manor House to ensure a planning strategy is in place for each location. An AAP is also currently under preparation for Stamford Hill, with an Issues and Options draft of this document published for consultation in February 2017. The AAP locations are briefly summarised below:

**Dalston Area Action Plan (2013)**

2.25 The document recognises that Dalston has a strong cultural identity revolving around creative and third sector industries and organisations. Dalston’s special character is defined by the unique mix of high quality architecture and built heritage, a good retail offer including Kingsland High Street and Ridley Road Market and its lively evening economy focused around Gillet Square and Kingsland High Street.

2.26 The AAP recognises many opportunities to further strengthen the centre’s character. Key aims include:

- Establishing Dalston as one of London’s foremost centres for culture, creative and third sector industries through expanding facilities and providing affordable workspaces. Subsequently the opportunity to bring forward the cultural and community ‘quarter’ on Ashwin Street/Dalston Lane
- Capitalising on major new public transport infrastructure including Dalston Junction station and the potential Crossrail 2 (see below)
- Bringing forward plots of derelict and under-used land
- Enhance existing shopping facilities including redevelopment of the Kingsland Shopping Centre and improving the key retail area of Ridley Road Market
- Encourage joint working between the public and private sector to deliver change

**Hackney Central Area Action Plan (2012)**

2.27 Hackney Central is Hackney’s civic and cultural hub according to the AAP. Key influences which help define the area include:

- The Town Hall, Hackney Empire Theatre, former Ocean Venue and other facilities which serve the civic and cultural focus of the borough;
- Key components of the town centre comprising of the Narrow Way, St. John’s-at-Hackney Churchyard and Bohemia Place (incorporating these areas into regeneration of the centre); and
- The increasing focus on cultural and creative activities, including spill-over from Shoreditch.

2.28 Hackney Central has good transport connectivity and benefits from its proximity to the City of London and the Olympic-led regeneration of the Lower Lee Valley area however, like Dalston, this brings development pressure to the centre.

2.29 The strategic vision for Hackney Central is to coordinate growth in tandem with Dalston, offering a well-balanced offer of services and opportunities. Currently Hackney Central functions primarily as a destination for convenience shopping and Dalston a destination for comparison goods.
Therefore an opportunity lies to strengthen retail provision in both major centres to deter from spending power leaking from the borough.

2.30 The AAP defines a number of Opportunity Areas which represent the ‘areas of change’ within the town centre. A key opportunity area that is identified within the document is the Clapton Bus Depot and Tesco Site. The AAP states that the Council will seek the co-ordinated redevelopment of these sites for mixed used development, to capitalise on this location in the town centre which currently has little overall defining quality. A new supermarket with residential and commercial uses above is desired for this site, in addition to a new pedestrian link connecting Morning Lane to the north side of the elevated railway.

2.31 Another key opportunity is for redevelopment of the railway arches along Bohemia Place which could link up with the arches at 189-222 Morning Lane to host new types of retail uses and to create a ‘retail circuit’ which could integrate with future development that takes place on the Tesco site.

Hackney Central and Surrounds Masterplan Supplementary Planning Document (2017)

2.32 Hackney Council adopted the Hackney Central and Surrounds Masterplan supplementary planning document (SPD) in June 2017. The document seeks to deliver the objectives and aspirations set out in the Council’s current planning framework, as summarised above, specifically the Hackney Central AAP. The Council notes that the masterplan builds on this framework and sets out how these objectives and aspirations can be delivered in today’s context and identifies a series of improvements including the refurbishment and/or redevelopment of key sites together with public realm enhancements. The delivery of these objectives and aspirations will help facilitate socio-economic growth, environmental improvements and significant regeneration in and around Hackney Central and beyond.

2.33 Of particular relevance to this study is that detailed redevelopment principles are set out for the two key opportunity sites in Hackney Central district town centre - the Clapton bus garage and Tesco sites. It also identifies a number of other, smaller sites in the district centre where there are piecemeal opportunities for regeneration. These sites fall within the ‘Hackney Central Cluster’; the objectives for this cluster include strengthening the role of the town centre and expanding the economy through introducing new commercial floorspace to Amhurst Road, Graham Road, Bohemia Place and Morning Lane, and increasing development capacity for housing and commercial floorspace (‘commercial’ referring to retail, workspace, leisure and community uses), as well as delivering the two aforementioned large sites for the provision of commercial floorspace and housing. Other objectives include the delivery of public realm improvements (some of which, such as the pedestrianisation of the Narrow Way, are already underway), the introduction of a pedestrian route through Bohemia Place, enhancing pedestrian movement through the town centre, and reducing traffic congestion.

2.34 In respect of the Clapton bus garage site, the SPD identifies that the site could accommodate between 117 and 145 residential unit alongside between 1,650 sq.m and 2,350 sq.m of commercial floorspace at ground floor level. The commercial floorspace would encourage the use of Bohemia Place as a two-sided pedestrian street. Residential uses would be developed at upper levels, with building heights extending to 3-4 storeys. There is also scope for an enlarged public square at the bottom of Narrow Way.

2.35 The SPD identifies two options for the Tesco site - a phased approach whereby the Tesco car park is developed first and the store itself as a second phase, or a comprehensive approach which would involve the closure of the Tesco store during any development works. Both options make provision for a replacement/redeveloped foodstore on the site; the findings of this study show that the Tesco store plays a highly significant role in the vitality and viability of the wider town centre and therefore it is considered important that a foodstore of comparable size to the existing Tesco store is included as part of any site redevelopment. Under either development option, the SPD envisages the site being developed to considerably higher density than currently, with scope for a development of up to 15 storeys suggested by the SPD. It is envisaged that up to 421 residential units could be accommodated at the site, as well as up to 16,480 sq.m of commercial floorspace. The SPD envisages the introduction of active frontage at Morning Lane and in the railway arches, and enhanced permeability through the site to encourage better linkages with the wider town centre.

Hackney Wick Area Action Plan (2012)

2.36 The Hackney Wick AAP area became a part of the administrative boundary of the London Legacy Development Corporation (LLDC) as of 1st October 2012. The AAP states that the Hackney Wick area is largely characterised by its industrial infrastructure has poor connectivity and a lack of cohesiveness. However, the document also recognises the area’s prominence as a home to art production and the arts community, and the opportunity to incorporate regeneration of this area with the strategic development of the infrastructure and land remediated post-London Olympic and Paralympic Games.
**Manor House Area Action Plan (2013)**

2.37 The Manor House AAP focuses on the area around Manor House which comprises of the intersection of Seven Sisters Road and Green Lanes and a mix of uses meeting local resident’s needs. Manor House is also a main entrance point to Finsbury Park and sits within close proximity to a number of leisure facilities.

2.38 The AAP envisions that Manor House will develop as a result of the Woodberry Down Estate regeneration programme and subsequently Manor House will need to respond to growing population numbers through provision of new retail space and improved connectivity through the area. Subsequently the existing Masterplan strategy for Manor House involves the creation of a ‘New Manor House Square’ incorporating a mix of uses which are attractive and accessible to the local community in addition to creating new links through open space to West Reservoir (a key leisure facility in the area).

2.39 Subsequent to the publication of the AAP in 2013 The Council has led on the regeneration of Woodbury Down Estate and on completion will have delivered approximately 5,500 new homes in addition to new facilities such as open space, community facilities and services and retail and commercial opportunities. Construction is already well underway on this scheme with one phase already completed.

**Emerging policy**

2.40 LB Hackney is currently undertaking a review of their Local Plan. The Council’s new Local Plan document (when published) will be known as LP33 and will establish a vision and planning policies to guide development in the borough up until 2033. The new LP33 document will replace the existing core strategy, development management and site allocation documents taking into account revisions to the planning system at national level and changes to the national economy. This study will provide part of the evidence to feed into the preparation of the Hackney LP33.

2.41 The Council is also currently developing Area Action Plans for Shoreditch and Stamford Hill. The AAPs will set out a vision and objectives for the future of Stamford Hill and Shoreditch, including allocation of land for housing, schools and community facilities, and the documents will be used in determining planning applications. The ‘Towards a Stamford Hill’ Plan will aim to manage existing pressures and shape future growth in the borough to benefit the local community through prioritisation of family homes, community facilities, provision of new schools and improving open spaces and shopping facilities.

**Other policy considerations**

**Article 4 Directions**

2.42 In response to recent changes in planning legislation, LB Hackney has introduced three Article 4 Directions to withdraw permitted development rights for a change of use of properties. These Article 4 Directions came into force on 15 September 2016 and relate to:

- Retail to residential use
- Office to residential use
- Flexible town centre use

2.43 The Council requires a planning application to be submitted for any change of use proposed in affected areas, as determined by the Council, in order to allow for an assessment into the impact a change of use of property may have.

---

1. Dalston major town centre primary and secondary frontages; Hackney Central district town centre primary and secondary frontages; Stoke Newington High Street district town centre primary and secondary frontages; Finsbury Park district town centre primary and secondary frontages; Manor House local shopping centre; Stamford Hill local shopping centre; Stoke Newington Church Street local shopping centre; Upper Clapton Road local shopping centre; Stoke Newington Road local shopping centre; Lower Clapton Road local shopping centre; Chatsworth Road local shopping centre; Wick Road local shopping centre; Well Street local shopping centre; Kingsland Road local shopping centre; Broadway Market local shopping centre; Laudston Road local shopping centre; Hoxton Street local shopping centre; Shacklewell Lane local shopping centre.

2. Red Square priority employment area; Shacklewell priority employment area; Hackney Downs priority employment area; Belfast Road priority employment area; Anton Street priority employment area; Tills Street priority employment area; Prout St priority employment area; Theydon Road priority employment area; The remainder of the Hackney Central Area Action Plan (AAP) area currently not exempt from these PD rights by the Government following submission of the Council’s category A exemption bid in 2013 relating to employment areas of ‘national significance’; Manor House AAP area; Hackney Central district town centre (where not already exempt and not within the AAP area); Stoke Newington district town centre.

3. Dalston major town centre primary and secondary frontages; Hackney Central district town centre primary and secondary frontage; Stoke Newington High Street district town centre primary and secondary frontage; Finsbury Park district town centre primary and secondary frontage; Manor House local shopping centre; Stamford Hill local shopping centre; Stoke Newington Church Street local shopping centre; Upper Clapton Road local shopping centre; Stoke Newington Road local shopping centre; Lower Clapton Road local shopping centre; Chatsworth Road local shopping centre; Wick Road local shopping centre; Well Street local shopping centre; Kingsland Road local shopping centre; Broadway Market local shopping centre; Laudston Road local shopping centre; Hoxton Street local shopping centre; Shacklewell Lane local shopping centre.
upon the area in which it is located. In March 2017, the Council proposed the introduction of three further Article 4 Directions, which are expected to come into force in May 2018. These relate to changes of use from light industrial premises to residential; storage and distribution; and, of relevance to this study, laundrettes to residential. The former two of these are Borough-wide, whilst the latter applies to laundrettes outside of conservation areas across the Borough.

Crossrail sites

2.44 Transport for London (TfL) have identified sites in both Dalston and Hackney Central centres as being suitable locations for the proposed Crossrail 2, which, if developed, will provide high-speed train services between Hertfordshire and Surrey via central London. The current Crossrail 2 route map envisages Dalston being linked directly to central London via stops at Angel, Euston-St. Pancras, Tottenham Court Road and Victoria, with a journey time of 20 minutes between Dalston and Tottenham Court Road. Heading north after Dalston, the Crossrail line would split, with one spur heading north-west towards Seven Sisters, and a second spur heading north-east to Tottenham Hale, and continuing northwards to Broxbourne.

2.45 TfL consider that siting a Crossrail station at Dalston would ‘support town centre regeneration and growing transport challenges. Dalston is now a busy commuter centre and Crossrail 2 would provide significant crowding relief to London Overground services’. The current location for the station within the centre remains under review, but TfL are currently undertaking an assessment of the feasibility of locating the station entrance within the Kingsland Shopping Centre, in order to minimize the impact on the local area, including Ridley Road Market. A further period of public consultation is expected to take place later in 2017. Figure 2.4 shows the expected route of Crossrail 2 through Dalston, including locations of station platforms and new entrances. The new station will be underground with entrances at street level.

4 Based on the consultation route published by Transport for London in March 2017
2.46 TfL have also identified the need for a ventilation shaft to be placed in Stoke Newington district town centre, on Stamford Hill to the south of the Morrisons store. The entirety of the Morrisons site is identified as a ‘proposed worksite’ by TfL; the Crossrail 2 tunnels will pass directly underneath the store. As stated above, the Arches site at 189-222 Morning Lane in Hackney Central district town centre has also been safeguarded for a potential future expansion eastwards of Crossrail 2, although there are currently no confirmed plans for this eastern spur, and it would appear unlikely that this would come forward during the course of the Council’s new Local Plan period.

2.47 Crossrail 2 is yet to secure formal consent from the Government, and therefore at the present time the scheme is not committed. If consent is granted, it is expected that the core Crossrail 2 line would be operational by the early 2030s.

**Existing evidence base studies**

*London Borough of Hackney Retail and Leisure Study (2005)*

2.48 LB Hackney commissioned Roger Tym and Partners to undertake a borough-wide retail and leisure capacity study for Hackney in April 2004; this was the most recent assessment of the retail requirements for the Borough prior to this study. The Study was published in 2005. Owing to the age of the document and the changes to shopping provision and people’s patterns of shopping which have taken place in the interim period, we do not discuss the findings of the report in detail. However the report identifies significant loss of comparison goods expenditure to Central London.

2.49 Convenience goods shopping fared better, with LB Hackney holding a market share of 55% within the defined study area and existing Hackney foodstores holding a good trade retention rate within the borough, of which the Tesco, Morning Lane (Hackney Mare Street) and Sainsbury’s, Kingsland Shopping Centre (Dalston) were the two dominant foodstores. In terms of leisure, the report states that Stoke Newington Church Street was the most popular location for eating and drinking destinations and Dalston had a minor draw from the study area for commercial leisure activities.
Summary

• The NPPF advocates a ‘town centres first’ approach, and requires planning policies to positively promote competitive town centre environments and manage the growth of centres over the plan period. The NPPF encourages LPA’s to recognise that town centres are the heart of their communities and to pursue policies which protect their health and vitality.

• Hackney’s Local Policy Framework supports the concept of ‘placemaking’ to encourage growth and development within the borough particularly towards the major and district town centres. As transport connectivity improves, the Council will seek to alleviate development pressures through intensification of development around new stations and key transport corridors whilst also identifying other opportunity sites for a mix of uses (including retail) which will complement the existing and future functioning of the town centres within the retail hierarchy and consolidate each town centres character and cultural identity.

• Dalston Major Centre and Hackney Central District Town Centre are the two key centres towards which growth in the borough will be directed. The strategic vision is for a coordinated approach to development in both centres to encourage a balance in the offer of services and new development. Key opportunity sites within Hackney including the Tesco site, Clapton Bus garage and railway arches pose the opportunity to consolidate the existing retail offer and encourage further retail growth on the edge of the District Town Centre.

• Whilst the Local Policy Framework seeks to promote growth, policy restrictions have also been implemented. These include monitoring of evening and night time economy uses particularly in Shoreditch (subject to an SPA designation) which has a strong presence of bars, restaurants and licensed premises and the introduction of Article 4 Directions removing permitted development rights for office to residential, retail to residential and flexible town centre use.

• Dalston has been identified as a location for a Crossrail 2 station, in the event that consent for this major infrastructure project is granted. Transport for London identify that Crossrail could deliver regeneration benefits to Dalston, but the location of the station within the centre will be subject to further consultation.
3 Study Context

3.1 In this section we set out a summary of current national trends in respect of the retail and commercial leisure sectors, which can have implications for future growth of centres and demand for new retail floorspace. As part of our assessment, we consider the potential implications of these trends on centres in the Borough.

A return to growth — but a slowing recovery

3.2 Analysis published by Experian identified that following several years of subdued performance, including the period of recession; a ‘strong economic upswing’ subsequently took place, driven by increases in consumer spending and business investment.

3.3 In their Retail Planner Briefing Note (November 2016), Experian comment that:

‘The UK recovery has continued into 2016. However, there has been some moderation to the pace of upswing since 2014… the recovery has become increasingly reliant on consumer spending as investment has slowed. The near term outlook has become more uncertain following the UK referendum vote in June 2016 in favour of leaving the EU. While the economy has thus far proved resilient, the vote has created major uncertainties, which are expected to take a toll on business sentiment, investment and hiring plans over the coming year’.

3.4 In terms of future projections of consumer spending, Experian’s outlook is noticeably cautious, stating that:

‘We expect consumer spending to begin to weaken over 2017, suffering from higher inflation in the wake of the steep fall in the sterling’s exchange rate since the referendum. Wage growth remains modest and is likely to be overtaken by higher inflation, which in turn will constrain spending power’.

3.5 Experian conclude that ‘the outlook for the next two years for the UK economy has weakened significantly following the Brexit vote’. In the medium term, Experian consider that ‘the repercussions of the recession and the implications of the EU referendum vote are set to hamper economic progress for a few years. Much will depend on the outcome of trade negotiations and terminating involvement with the EU. These negotiations could take several years to conclude, and in the meantime, uncertainty over the final deal is expected to constrain business confidence and investment plans’.

3.6 There has therefore been a return in confidence to consumer spending in recent years, which offers potential for strongly-performing town centres to capitalise on, although the most recent guidance from Experian suggests that this recent return to confidence is now being challenged by the uncertainty arising from the referendum vote in June 2016 — as well as other changes in the retail sector which we discuss below.

Online shopping and ‘Click & Collect’

3.7 The online shopping population is reaching saturation, and any future growth in the market is likely to come from increased spend driven by new technology, a better ‘browsing’ experience and improved delivery options. The growth in online sales has previously raised concerns about the continued need for bricks and mortar stores; however trends indicate that online and in-store shopping channels are becoming increasingly blurred and there continues to be an important role for the ‘high street’ to play.

3.8 The ‘Click and Collect’ market is the largest on-line growth sector in the UK at the current time. Recent data from industry monitor Verdict\(^5\) suggests that click & collect expenditure is expected to grow by 64% between 2016 and 2021, compared to an online growth of 38% over the same period. Verdict’s study forecasts that click & collect will grow across all categories, but will particularly be driven by the clothing and footwear sector. The proportion of online orders completed by click &

---

\(^5\) Source: Verdict Retail Channel Series – Click & Collect in the UK 2016
Collect has increased from 8.8% in 2011 to 22.5% in 2015, demonstrating steadily-increasing year-on-year growth.

3.9 The popularity of click & collect is clearly an important opportunity for town centres, as it can act as a footfall generator in its own right. Verdict identify that 39% of consumers make an additional purchase when collecting an item from a store, up from 29% in 2013. The average amount spent on additional in-store purchases is £13. The majority of national retailers now operate click & collect services. Of the top 10 UK retailers by online revenue in 2015 (see Figure 3.1), many have a trading presence in the Borough’s town centres – for example Tesco in Hackney Central, Asda and Sainsbury’s in Stamford Hill, and Argos and Sainsbury’s in Dalston.

3.10 Despite being a relatively new concept for the retail sector to embrace, click & collect is therefore affirming that physical stores can continue to have a role in the multichannel shopping environment. However the independent retail sector has generally been slower to embrace the click & collect model and this represents an important opportunity in locations such as Hackney where the independent retail sector is an important contributor to the overall vitality and viability of many of the centres.

3.11 The click & collect model is not solely benefiting town centres – for example Morrisons is trialling Amazon Lockers in a number of its stores, whilst retailers such as Doddle are opening stores within or close to mainline railway stations, acting as click & collect ‘hubs’ where customers can get orders from a wide variety of retailers sent to and return unwanted goods from. Therefore for town centres to benefit as the ‘preferred locations’ for click & collect services they need to have a strong, complementary offer, to give residents multiple reasons to visit. Increasingly, local shops and newsagents are also offering ‘Click & Collect’ facilities, using networks such as CollectPlus, which partners with brands such as ASOS, John Lewis and House of Fraser to deliver online orders to a network of 6,000 local shops across the country, and convenience stores operated by Nisa, Spar and Costcutter.

3.12 The last recession retailers’ margins were squeezed, whilst other costs have continued to rise and a raft of multiple and independent retailers have either collapsed or significantly shrunk their store portfolios in recent years. The growth of the internet means that retailers no longer need stores in every town to achieve national coverage, and many are therefore focusing their development programmes on the provision of large flagship stores in strategic locations, supported by smaller satellite stores and transactional websites. Many operators are continuing to close stores in less-profitable, smaller locations as leases expire.

3.13 The larger flagships accommodate full product ranges whilst smaller stores offer more select ranges, supplemented by internet kiosks allowing access to the full range. This offers many advantages to retailers including lower property costs, more efficient logistics and being able to open stores where there is a high level of demand despite there being space

---

restrictions. This ‘polarisation’ of retailing is enabling larger dominant centres to continue to attract key flagship formats. This can pose a particular challenge to smaller and medium-sized centres, where there are higher order centres in close proximity. Hackney’s proximity to higher-order shopping destinations such as central London and Stratford means this trend is particularly applicable to the network of centres in the Borough.

3.14 The consequence which often arises is that smaller and medium-sized centres become home to more, value-orientated retailers – Poundland, Wilko, Primark and so on – who are more reluctant to pay the rental costs associated with higher-order centres, and, much in the same way that Woolworths previously did, are developing a comprehensive network of coverage in smaller towns, often by being able to acquire prime retail sites at relatively competitive rates. The retail offer in the Borough’s two largest comparison goods shopping locations (in terms of turnover) — Dalston and Hackney Central — reflects this, and the retail profile of both centres is towards the value/discount end overall.

3.15 The exception to the above trend is smaller centres which have an existing upmarket / specialist retail offer which was less affected by the economic downturn, and therefore fewer opportunities for value retailers to take space have materialised. These centres have a curated, specialist retail and leisure mix often centred around an upmarket clothing, homewares, and casual dining offer. Typically these centres also offer a strong historical setting and environmental quality which increases their attractiveness as ‘destinations’ (a point we discuss further below).

3.16 A good example of a centre of this nature is Angel (Islington), which attracts significant comparison goods spend from the survey area owing to its proximity and more mainstream/upmarket-orientated comparison goods retail offer, which includes good representation from specialist/independent boutique retailers. The retail offer in some of the Borough’s local shopping centres such as Stoke Newington Church Street and Broadway Market also benefit from a largely specialist / ‘boutique’ retail offer which enhances their attractiveness as shopping destinations.

The role of the town centre

3.17 The town centre has been the main shopping channel for centuries, but in the face of new forms of e-tailing (i.e. online shopping) and m-tailing (shopping through mobile phones, tablets and so on) competition many centres will need to continue to adapt in order to remain viable shopping destinations. Across the UK, footfall decreased in High Street locations during the first quarter of 2016, emphasising the need for centres to offer a broad a range of uses as possible to assist in driving footfall. Many centres are increasingly positioning themselves as being locations for leisure and social activities as well as traditional retailing, with more bars, restaurants, food outlets and community spaces. A number of the centres in LB Hackney are already performing this role, to varying degrees, as our ‘health check’ assessments set out in the following sections demonstrate.

3.18 Centres which offer unique/specialist retail offer which cannot be matched online are also likely to continue to perform strongly. Enhancing the non-retail offer so town and district town centres function as more than just retail locations will help drive footfall and increase dwell time. It is increasingly important for centres to promote unique attractions such as heritage assets, historic buildings and cultural features which can differentiate a centre and improve its attractiveness.

3.19 To ensure that town and district town centres have a viable function moving forwards they must provide an attractive shopping and leisure experience which the internet is unable to match. A wider strategy must deliver a mix of town centre uses to enhance the attraction of a centre, and increase frequency of visit and dwell time. A vital component of this will be making town centres as accessible as possible, with easy and frequent public transport access, appropriate levels of car parking provision, as well as investment in public realm and place marketing initiatives. The night-time economy also plays an important role in the vibrancy of many of LB

7 Source: IPSOS Retail Traffic Index
Hackney’s centres, and it is important that this is supported and invested in to enable residents and visitors to feel secure and safe in the centres at night.

The convenience sector

3.20 One of the biggest changes which has taken place since the Council’s previous evidence base study is a fundamental change in food shopping patterns. Industry data providers Mintel\(^8\) have recently described the changes in convenience goods shopping as ‘the trends of the whole of the post-war era [being] reversed’, identifying the following key changes in food shopping behaviour:

- Superstores are losing market share;
- Convenience [small-format] stores of the market leaders and the Co-op are gaining share;
- Aldi and Lidl are achieving double-digit growth;
- Other convenience stores are losing share;
- Certain retailers classified as non-food retailers, notably M&S and the non-food discounters such as Home Bargains and Poundland and increasing their share of food spending; and
- Online demand is growing.

3.21 Mintel consider there to be two reasons behind these trends, which they consider started in 2012, with the first of these trends of particular relevance given the location and composition of LB Hackney. Firstly, Mintel consider that ‘there has been a shift of population back into inner cities and much of it into rented accommodation. These people are much more likely to shop on an ‘as needs’ basis and to eat out. So the majority of their food retail demand goes to convenience stores. This is also apparent in the growth of craft bakers and the development of specialist delis’. Secondly, Mintel note that ‘Aldi and Lidl have transformed their offer, expanding their ranges, strengthening their fresh foods and adding premium lines. We think this has led to a step change in their performance and that we are approaching a time when growth will be primarily driven by store openings’.

3.22 The increased popularity of ‘as needs’ shopping is behind the growth of small-format ‘convenience’ stores such as Sainsbury’s Local, Tesco Express, Co-Operative, Marks & Spencer Simply Food and Little Waitrose, with this trend particularly apparent in urban areas. A considerable number of these have opened across the Borough, particularly by Tesco and Sainsbury’s, since the 2005 Study. The main foodstores (i.e. the ‘big four’ – Asda, Morrisons, Sainsbury’s and Tesco) have responded to these changes by reigning in substantial expansion of their estates, particularly in terms of larger-format superstores. Both Tesco and Morrisons announced a closure programme of underperforming stores in 2015, and further store closures were announced by Morrisons in 2016 (although no foodstores in LB Hackney were affected by these announcements).

3.23 Both Aldi and Lidl have gained market share for a number of consecutive years, largely at the expense of the ‘big four’, and both Aldi and Lidl are pursuing ambitious development programmes of opening new stores as well as refurbishing older stores. Representation from these ‘deep discount’ retailers in LB Hackney is limited to a Lidl store on Mare Street, south of Hackney Central district town centre, and our study shows this store is currently trading very

\(^8\) Source: Mintel UK Retail Rankings 2016
strongly. However, as quoted above, Mintel consider that aside from growth from new store openings, these operators’ growth may now begin to plateau. The market share of Aldi and Lidl combined is now over 10% of the total grocery market — but as can be seen from Figure 3.2, which shows the national market share of the leading convenience goods retailers in the UK, neither operator is yet challenging the dominance of the ‘big four’ retailers of Tesco, Sainsbury’s, Asda and Morrisons.

Figure 3.2: National market share of main foodstore operators, 2014 and 2017

Source: Kantar Worldpanel, March 2017

3.24 However, notwithstanding the trends discussed above, over 50% of food shopping is still undertaken in larger-format supermarkets — and if shopping in Aldi and Lidl stores is included this figure rises to over two-thirds of all food shopping (see Figure 3.3). There is still therefore clearly a role for the larger-format store to play in convenience goods shopping, but generally speaking operators are opening smaller format stores than was the case at the time of the Council’s previous evidence base studies. Operators with ‘hyper-market’ format stores (over 60,000 sq.ft net) are seeking to introduce concessions or sub-lets to make better use of excess space. For example, some branches of Sainsbury’s are trialling Argos concessions, and branches of Tesco Extra include either concessions from other Tesco-owned brands, or other fashion retailers.

3.25 These examples confirm that there remains appetite from foodstore operators to open new stores where suitable opportunities arise, although the size of foodstores being committed to is generally less than has previously been the case. We expect the ‘big four’ retailers to be significantly more selective in committing to new sites, and to instead focus on programmes of enhancements and upgrades to their existing store network where this is considered to be needed.
Commercial Leisure

3.26 As the nature of retail and high-street shopping continues to change over time, the commercial leisure sector is becoming an increasingly important contributor to the vitality and viability of town centres. Leisure time is a precious commodity to consumers and in order to maximise free time, research suggests that town centre visitors often combine leisure activities as part of an overall going out experience.

3.27 Reflecting this trend, leisure is becoming an increasingly important component in town centre regeneration schemes, particularly in secondary towns which, reflecting the wider trends in the retail sector previously identified, are in some cases becoming less attractive as retail destinations. Cafes and restaurants in particular are playing an increasing role in enhancing the vibrancy of centres as they help increase dwell time and attract visitors to a centre who may not want to shop, but still want to visit a centre and socialise.

3.28 There is extensive evidence that demonstrates the importance which cafe culture can make to wider vitality and viability of town centres. Beyond Retail’s ‘Redefining the Shape and Purpose of Town Centres’ (November 2013) concluded that ‘town centres need to develop alternative functions to draw people back and support its retail base. Town centres will remain important as a focus for social and commercial purposes however must seek to provide more than a neighbourhood shopping role. Expanding their other roles will be an important response to the polarisation of shopping and in creating a vibrant, social, commercial and cultural hub’ (our emphasis). The report goes on to identify ‘the need to improve the leisure and food and beverage offer, and to develop the evening economy through restaurants and in-town cinemas’.

3.29 The contribution which commercial leisure can make to town centres is also identified in the GLA’s ‘Accommodating Growth in Town Centres’ study (2013). The report states that ‘most commentators predict that commercial leisure, such as cafes, bars, restaurants and cinemas, will constitute a growing share of town centre floorspace. This is partly a replacement activity for reduced demand for space for traditional retail, and partly driven by the shift in demand to leisure expenditure as discretionary household expenditure rises.’ A shift towards a broader mix in centres ‘can have wider positive implications on the performance of the town centres in question: residents and visitors spend longer in the centre, undertake ‘linked trips’ between retail, leisure and other uses, and increase their dwell-time in a centre. The development of a strong commercial leisure offer can also help to increase footfall outside of retail hours, for example in early evenings’.

3.30 Drawing on the findings of the GLA’s own monitoring of its town centres, the study notes that ‘The recently published GLA Town Centre Health Checks report confirms the increasing trend for town centres to look towards the commercial leisure sector to help diversify their retail offer. The report found that there is almost 2.9million sq.m of leisure floorspace in London’s town centres, an increase in 230,000 sq.m (+9%) since 2007. The report notes that growth was particularly strong in restaurants and cafes, with a 21% increase in outlets between 2007 and 2013.'
The pub industry suffered during the recession with a record number of pub closures across the UK as a direct consequence of a decline in both drinks sales and rental revenues. This decline continues today, at a rate of approximately 30 pub closures per week across the country. Many pubs have in recent years been converted to small-format convenience stores. Additional factors such as competition from supermarkets, changes to licensing legislation and the smoking ban have further compounded the problems faced by many operators. Similar to the foodstores, however, value led brands such as JD Wetherspoon have achieved sales growth in recent years and continue to expand. In London, the popularity of specialist pubs offering craft beers and local ales also remains strong, and this is a trend which is now becoming popular in other urban areas.

The health and fitness sector continues to perform strongly as the social trend involving the maintenance of personal health and fitness shows no sign of abating. The health and fitness market is currently being expanded through investment by value and budget operators such as Easy Gym, Gymbox and Pure Gym. This new breed of venues aims to appeal to a wider market with flexible, low cost monthly or ‘pay as you go’ subscriptions. These facilities are usually located in high-footfall, in or edge of centre locations, often as part of a wider leisure offer.

The cinema market is also continuing to perform strongly, and in recent years has overtaken foodstores as a typical ‘anchor’ to new town centre development schemes. As of June 2016, there are 316 cinema multiplexes operational in the UK. Both major cinema operators (e.g. Cineworld, Odeon) and smaller/independent operators (e.g. Curzon, Everyman) continue to open new developments — and importantly, cinema operators are willing to consider openings in smaller town centres, particularly when a development can also incorporate or benefits from close proximity to complementary leisure facilities, particularly restaurants and coffee shops, enabling them to act as leisure ‘destinations’ in their own right. Both Dalston and Hackney Central benefit from cinemas located within their respective centres, whilst a small independent cinema has recently opened in Chatsworth Road Local Shopping Centre, following a successful year-long crowdfunding programme. There are also two cinemas in Shoreditch, just outside the Borough boundary on Bethnal Green Road.

Out-of-Centre Retailing

Retailers are opting to develop stores in the most strategic and cost effective locations, with a notable resurgence of out-of-centre destinations, which offer the benefits of lower rents, larger retail units and in most cases, free car parking. According to Verdict, out-of-town retailing is the only form of retailing which has seen store numbers increase...
consistently since 2000. The Department for Business, Innovation and Skills (BIS) reports that the number of out-of-centre stores has increased by up to c.1,800 (25%) since 2000.

3.35 The recovery of market confidence which has taken place since 2013 is benefitting out-of-town retailing. Vacancy rates have fallen, footfall has increased, and many retailers are seeking expansion in out-of-centre locations. A number of these are traditional town centre retailers which have developed out-of-town store formats, including John Lewis, which now operates a number of ‘At Home’ stores in prominent out-of-centre locations, as well as other traditionally ‘high street’-focused retailers such as Debenhams, Next, Primark and H&M. There is relatively limited out-of-centre retailing in LB Hackney, reflecting its nature as a densely-developed Inner London Borough, with the only facilities of note which residents in the Borough visit being the large IKEA store at Edmonton and Leyton Mills Retail Park in Leyton.

Summary

- The ‘traditional’ high street continues to face a number of challenges stemming from the impacts of the recent economic downturn, the tightening of retail spending in recent years, and continued significant changes in consumer shopping behaviour. The growth in online shopping, including multi-channel retailing, acts as tough competition for the high street, but also presents an opportunity for the high street to capitalise, by maximising the opportunities arising from services like ‘click & collect’, and retailers moving towards a seamless transition between store-based and virtual shopping experiences.

- The changes observed in convenience goods shopping patterns also present an opportunity for the high street to benefit, as the smaller format of the stores now preferred by many operators can more readily be accommodated in town, district and local shopping centre locations.

- Town centre strategies which support the continued evolution of the high street are therefore considered ever more vital. This may involve providing a high quality shopping ‘experience’, maximising the benefits of tourist trade, and improving the mix of retail and non-retail outlets to increase length of stay and spend. Improvement of commercial leisure provision (both in terms of daytime uses such as cafes and evening uses such as cinemas, bars and restaurants) is a major opportunity which many town centres have embraced, as it increases dwell time, promotes ‘linked trips’ spending, and can increase the ‘trading hours’ of the town centre beyond those typically associated with retailers. Many of the centres in the Borough are well provided for in respect of commercial leisure provision, but opportunity is likely to exist for further enhancement and diversification of the offer of many of the centres in this respect.

- It will be important, therefore, for town centres to be well positioned to be able to adapt to on-going changes in the retail and leisure sector over the development plan period and to reaffirm their unique selling points which differentiate their retail offer from other centres, allowing them to differentiate themselves from – rather than directly compete with – higher order centres. Heritage, tourism assets and other ‘unique selling points’ should be capitalised on, and robust place marketing strategies put in place.

---

9 The Department for Business, Innovation and Skills (BIS) has subsequently merged with the Department of Energy & Climate Change (DECC) to form the new Department for Business, Energy and Industrial Strategy (BEIS).
4 The Sub-Regional Context

4.1 In this section we set out the sub-regional context within which the town centres in LB Hackney operate. The borough is surrounded by a number of ‘higher-order’ retail destinations which mean that loss of expenditure, particularly in terms of comparison goods spending, is inevitable, on account of the trends set out in the previous section, most specifically the strength of the comparison goods offer in the surrounding ‘higher order’ centres, not least the close proximity of central London and its internationally-renowned retail offer.

4.2 It is important to remember that patterns of retail and leisure visits are not ‘closed’ systems, and residents are often prepared to travel longer distances, particularly for comparison goods shopping and leisure visits. It is therefore natural to expect a degree of expenditure loss to the network of centres in the surrounding area; this is simply part of the retail hierarchy of an area.

4.3 As we have set out previously, the Council’s previous retail evidence base study dates from 2005 and accordingly pre-dated the opening of Westfield Stratford City, the major new retail and leisure development which opened in Stratford town centre in 2011, in advance of the 2012 Olympic and Paralympic Games. The 2005 Study identified Central London as being the most popular destination for comparison goods spending and this study confirms that this remains the case. However the opening of Westfield Stratford City introduces significant new competition with Central London and other locations for residents’ spending and, as we set out below, has resulted in Central London accounting for a significantly reduced ‘market share’ from the survey area relative to the 2005 Study.

4.4 In order to establish where residents in the borough are currently undertaking their shopping and leisure visits, a household telephone survey of shopping patterns was undertaken in support of this study. Further details of this, including the definition of the ‘survey area’ which has formed the basis of our assessment, is provided in Section 9.

4.5 The household survey results identify that:

- There are three key locations where residents in the survey area undertake their comparison goods shopping — Central London, Angel/Upper Street and Stratford. Central London attracts over £200m of comparison goods spend from the survey area; both Angel and Stratford attract over £100m.

- After these locations, a broad range of other competing centres draw more modest amounts of comparison goods spend (between £21.8m and £31.5m). These include retail warehouse facilities at Leyton (Leyton Mills Retail Park) and Edmonton (IKEA), plus Wood Green, Bethnal Green, Green Lanes and Tottenham/Seven Sisters.

- To put the above figures into context, the highest comparison goods turnover of any centre in LB Hackney is Hackney Central (£72.0m comparison goods turnover) followed by Dalston (£57.1m) and Stoke Newington (£52.5m).

4.6 We review the offer in each of these key competing centres below, before reviewing the centres within LB Hackney in the following section. For each key competing centre, we set out the Venuescore Retail Ranking, the amount of comparison goods spend drawn from the survey area, a summary of the current retail/leisure offer, and a discussion of planned development which may increase the competing centre’s market share in future years. Plans of the catchment areas of all of the locations discussed below destinations are provided in Volume 2 of the study.
4.7 Central London and the West End draws £209.9m of comparison goods spend from the survey area, and, reflecting the trends seen in the Council’s previous evidence base study, continues to act as the most popular destination for comparison goods spending for residents in the survey area. However its market share from the survey area has halved since the 2005 Study, from 42.1% to 20.8%, which reflects the impact of the opening of Westfield Stratford City (discussed further below) and, to a lesser extent, the strengthening of Angel / Upper Street as a comparison goods shopping destination.

4.8 The West End is recognised as an international centre by the London Plan and is a globally-renowned retail and leisure destination offering a wide range of high-order comparison and specialist shopping:

- The retail offer includes large flagship stores for national and international brands along Oxford Street and Regent Street, including department stores such as Selfridges, John Lewis, House of Fraser, Liberty and Debenhams, which is also home to large branches of fashion and lifestyle brands such as Topshop/Topman, Apple, Primark, H&M, Nike and so on, plus tourism attractors in their own right such as Hamleys.

- Covent Garden, Soho and Camden Street are home to many more specialist brands, with a continued focus on boutique clothing, footwear and lifestyle stores. The Seven Dials area of Covent Garden is an increasingly popular destination for these type of retailers, with representation from stores as Urban Outfitters, size, Cath Kidston, Keff’s, Farah, Jigsaw, Hobbs, Muij, Le Coq Sportif and so on. Covent Garden’s offer also includes a second central London Apple store and the popular Market, which is a major tourist attraction in its own right.

- Tottenham Court Road is a focus for furniture and design and includes flagship branches of Habitat and Heal’s.

4.9 The West End has experienced significant investment since the Council’s previous retail study, with examples including the refurbishment of the flagship Debenhams store and arrival of two Primark stores on Oxford Street, as well as the development of the mixed-use Oriana scheme on Oxford Street which delivered circa 13,800 sq.m retail floorspace across phase 1 and approximately 6,800 sq.m retail floorspace across phase 2.

4.10 Future retail development includes the transformation of the Plaza shopping centre at 120 Oxford Street to provide a circa 6,800 sq.m flagship store in its place to be occupied by Next. This store will open towards the end of 2017 before the arrival of the Crossrail at Tottenham Court Road which is due to open 2018; indeed the imminent arrival of Crossrail is providing considerable stimulus for the regeneration of the eastern end of Oxford Street. It is anticipated that the opening of Crossrail will be followed by the pedestrianisation of Oxford Street, which is expected to be complete by 2020, and was a key election pledge of the new Mayor of London.

10 ‘Central London / The West End’ includes shopping locations such as Oxford Street, Regent Street, Tottenham Court Road, Covent Garden, The Strand, Soho and Knightsbridge.
Angel / Upper Street

Venuescore Retail Ranking: 133 | Comparison goods trade draw from survey area: £138.9m

4.11 Angel is classified in the London Plan as a ‘major’ town centre and has a strong retail offer, particularly in respect of higher-end fashion, and Venuescore identify the retail offer of the centre as ‘upper middle’. It is easily accessible for residents of the survey area on account of being served by a number of bus routes (including the 38 and 56, which link Angel with Dalston/Hackney Central and 73 which links Angel with Stoke Newington/Stamford Hill) and Highbury & Islington Overground/Victoria line station.

4.12 The centre is a more popular comparison goods destination than was the case at the time of the 2005 Study; it currently attracts a market share of 13.7% from the survey area, increased from 5.3% at the time of the 2005 Study. It is the second most popular destination for comparison goods spending in the survey area, behind Central London but ahead of Stratford.

4.13 Angel ‘major’ town centre hosts a diverse range of uses and caters to a large catchment of shoppers and draws £138.9m of comparison goods turnover from the catchment area. The comparison goods shopping offer is focused around Angel Central (formally the N1 Shopping Centre, which opened in 2002), Upper Street and Camden Passage. Upper Street hosts recognised national multiple retailers and chain stores to the south and higher-end fashion/homeware stores to the north, whilst Camden Passage accommodates specialist antique shops and independent retailers. Chapel Market is home to a daily street market alongside a mixture of more day-to-day retailers, pubs and cafes. Angel Central includes stores such as H&M, Gap, Muji, Paperchase, Monsoon, Tiger and Argos. The northern end of Upper Street is more boutique in nature and includes stores such as Jigsaw, Albam, Space:NK, Oliver Bonas and so on. Cross Street — which links Upper Street and Essex Road — contains a further number of boutiques.

4.14 The convenience retail offer is good and also orientated towards the upper-end of the market and includes branches of Sainsbury’s, Waitrose and a M&S Foodhall, plus a branch of Planet Organic on nearby Essex Road. The presence of a number of independent delis, and two branches of Euphorium Bakery, confirm the upper-middle orientation of the offer in the centre.

4.15 Upper Street is also a popular evening economy destination — there are restaurants trading along the length of Upper Street, both national operators such as Bill’s, Five Guys, The Breakfast Club, Byron, Carluccio’s and so on, as well as popular independent restaurants and deli’s. A number of pubs, bars and other specialist outlets such as Lucky Voice karaoke are also present along both Upper Street and Essex Road, as well as Islington Council’s offices, Islington Assembly Hall and the Union Chapel, a large imposing church which is also frequently used as a concert and live comedy venue. There are also two cinemas — a Vue in Angel Central and The Screen On The Green (operated by Everyman) which fronts onto Islington Green, and the Almeida and King’s Head theatres.

4.16 The centre overall offers a particularly strong range of uses, orientated towards the upper end of the market, and is evidently performing well.

4.17 In 2015 CBRE acquired Angel Central and hold future plans to refurbish and enhance the physical environment, particularly the public realm and main Piazza whilst securing flagship stores and restaurants within key locations within the centre. The key aim for CBRE is to improve the existing retail and leisure destination with an enhanced retail and dining offer.
4.18 As set out above, the competing centre which has seen the greatest change since the Council’s previous retail study is Stratford. Following the opening of Westfield Stratford City (which opened in 2011), Stratford is now classified as a ‘metropolitan centre’ in the London Plan, and has risen to 26th position in the Venuescore rankings. The opening of Westfield Stratford City means that Stratford now exerts a significantly stronger influence over comparison goods shopping for residents in the survey area than was previously the case — it has delivered a step-change in shopping and leisure provision for much of east London. It influence as a shopping destination for residents in LB Hackney is aided particularly by the fact there are direct Overground connections available to Stratford from Dalston, Homerton, Hackney Central and Hackney Wick.

4.19 The influence which the opening of Westfield Stratford City has had on the comparison goods shopping patterns of residents in the survey area can be seen when comparing the findings of the household survey from the 2005 Study with that in support of this study. In the 2005 Study, Stratford town centre accounted for just 1.4% of all comparison goods shopping spend for residents in the survey area. This has now increased to 11.7% of total comparison goods spend.

4.20 The retail offer at Stratford, is, following the opening of Westfield, split into two distinct components:

- Westfield Stratford City opened directly adjacent to Stratford Centre and comprises approximately 331 stores comprising over 175,000 sq.m of retail floorspace and around 70 restaurants. It is one of the largest urban shopping centres in Europe and the third largest shopping centre in the United Kingdom. It is anchored by a John Lewis, Waitrose Supermarket, Marks & Spencer’s department store and a 17-screen Vue Cinema, alongside an extensive range of fashion and lifestyle brands such as Apple, Urban Outfitters, Topshop/Topman, Cos, Uniqlo, Zara and so on. The UK’s first in-centre IKEA store opened in 2016, capitalising on the growing trend for ‘click & collect’ shopping discussed previously in this study. As well as the cinema, there is a substantial leisure/dining offer, as well as an All Star Lanes bowling alley.

- The traditional ‘town centre’ (the only part of the centre which was trading at the time of the of the previous study) is focussed on the Stratford Centre, located towards the southern end of the main high street and links directly with Stratford Station. It opened in March 1973 and underwent a £4m refurbishment, which was completed in July 2000. The shopping centre has approximately 58 stores and hosts main anchor retailers such as Peacocks, New Look, Boots, and Sports Direct. A market operates within the centre Monday to Sunday selling fruit, vegetables, clothing and accessories.

4.21 In terms of the convenience offer, the Stratford town centre is anchored by Sainsbury’s and Morrison’s, with Sainsbury’s anchoring The Stratford Centre and Morrisons anchoring the northern end of the main High Street. There are also branches of Waitrose and an M&S Foodhall in Westfield Stratford City.

4.22 Elsewhere in Stratford, following the successful 2012 Olympic and Paralympic Games, the redevelopment of the Olympic Park to create a lasting Games legacy is well underway. The Olympic Park itself is now a landscaped public space, linking Stratford with Hackney Wick. The Olympic Stadium has been redeveloped as the permanent home of
West Ham United Football Club, whilst the Copper Box arena is now a multi-function leisure facility, and Here East — the former broadcast/media centre — is being redeveloped as a creative industries campus, with the Canalside area successfully attracting a number of local independent food & beverage operators and retailers — such as a juice bar, bicycle shop, craft beer bar and so on, alongside more established names such as The Breakfast Club.

In terms of pipeline development, Westfield is proposing to develop up to 1225 homes, a 2,700 sq. m public park, approximately 2,787 sq. m of commercial spaces to be used by small to medium sized businesses and start-ups, as well as space for a 9,290 sq.m store on a site known as Cherry Park. A decision is still pending on this application. An application has also recently (March 2017) been submitted for an extension to Westfield Stratford City comprising of reconfiguration and change of use of an existing basement car parking to create additional 14,532 sq.m (GIA) of retail floorspace (Class A1-A4). The proposal is for predominantly ‘higher order’ A1 comparison goods retail and associated A2/ A3/ A4 floorspace, split across an estimated 75 units. If permitted, the application will, in effect, add another level of shopping to the Westfield Stratford City development.

Leyton Mills Retail Park, Leyton

Venuescore Retail Ranking: N/A | Comparison goods trade draw from survey area: £31.5m

Leyton Mills Retail Park is located to the southern end of Leyton District Town Centre and features larger-format stores including anchor hosts Next, Sports Direct, TK Maxx and an Asda supermarket. Due to the Retail Park’s location within the district town centre Leyton is able to offer a retail function above that which is normally expected from a district town centre.

Wood Green

Venuescore Retail Ranking: 132 | Comparison goods trade draw from survey area: £28.8m

Wood Green metropolitan centre has a strong comparison retail offer and good representation of convenience retail uses. The town centre hosts The Mall (Wood Green Shopping City) shopping centre which opened in 1981. The Mall offers over 100 retail shops and hosts a typical selection of lower/mid-market high street stores such as H&M, Primark and New Look. The shopping centre also hosts a cinema and market. In term of the convenience offer there are a number of convenience food stores including ‘Sainsbury’s’, whilst a Morrison’s supermarket anchors the northern portion of the town centre. The southern end of the centre has recently suffered from the loss of two of its key anchor stores, Marks & Spencer and BHS, the latter as a result of the firm entering administration and closing all of its stores.
Wood Green has seen £4.2 million of investment into public spaces. Haringey Council has further plans to revitalise the local area and has received funding from the GLA to revive an underutilised car park and buildings at Station Road. The first phase of the project will see the development of a hotel at the former council office at 13-27 Station Road and the rest of the scheme will deliver space for creative workspaces, food and drinks events, arts exhibition space and a range of evening activities. The Council have produced a detailed regeneration plan for Wood Green and are developing a range of projects to revitalise the town centre and introduce more restaurant, cafes and leisure uses.

Bethnal Green / Roman Road

**Venuescore Retail Ranking: 1,074 | Comparison goods trade draw from survey area: £28.2m**

The function of the centre predominantly meets the needs of the local community offering a large Tesco Metro, Tesco Express, Sainsbury’s and Iceland frozen food store. Other convenience shopping offered includes independent grocers, butchers, bakers and newsagents which are reasonably well represented in the centre. There are no national retailers, with the majority of representation from specialist ethnic food retailers. The offering of comparison shopping is low quality overall and predominantly consists of a high concentration of independent fashion retailers (particularly women’s clothing), jewellers and hardware/household goods and textile shops. Large high street chain retailers Boots and Specsavers are also located in the town centre.

Haringay / Green Lanes / Arena Shopping Park

**Venuescore Retail Ranking: N/A | Comparison goods trade draw from survey area: £24.8m**

Green Lanes district town centre is a linear district town centre sitting between Manor House and Wood Green, in close proximity to residents in the north of the Borough (although falling outside the Borough boundary in LB Haringay). Most of Green Lanes itself is given over to a diverse range of independent retailers and restaurants, with a particularly strong range of Turkish restaurants. The Arena Shopping Park located at the southern end of the centre includes a large Sainsbury’s store and branches of Homebase, Sports Direct, Dreams, Argos, and Next. Green Lanes town centre has been subject to approximately £300m of regeneration works which have seen a number of town centre improvements to the public realm to help improve vibrancy and growth.

Tottenham / Seven Sisters / Tottenham Hale

**Venuescore Retail Ranking: 696 (Tottenham Hale) / 1,418 (Tottenham High Road) | Comparison goods trade draw from survey area: £24.1m**

£24.1m of comparison goods expenditure collectively flows to the Tottenham area — the centres of West Green Road/Seven Sisters and Tottenham High Road, as well as retail park facilities at Tottenham Hale. The Tottenham area is accessible to residents in the north of the survey area on account of the strong bus connections along the A10.

Tottenham High Road district town centre is anchored by a small Aldi, Iceland and Asda supermarkets. The comparison goods function of the district town centre is limited and the retail quality is relatively downmarket. There are only a few national comparison retailers - the vast majority of comparison units being occupied by smaller independent traders. However, the presence of retailers such as Poundland, Superdrug, Peacocks and Shoe Zone allows for some day to day comparison goods shopping needs to be met. The commercial leisure offer is not strong and there is an underrepresentation from evening economy uses.

West Green Road/ Seven Sisters district town centre has a good convenience offer with a Sainsbury’s Local and Tesco supermarket anchoring the centre. The centre clearly meets local needs but West Green is a buoyant mix of independent ethnic food retailing.

Major change is envisioned for the wider Tottenham area. Of particular note is that Haringay Council are proposing a new district town centre at Tottenham Hale, redeveloping the site currently occupied by Tottenham Hale Retail Park and introducing a broader mix of town centre uses. The redevelopment will see new homes, a new bridge access to Lee Valley Regional Park, and a significant upgrading of public spaces.
IKEA, Edmonton

Venuescore Retail Ranking: N/A | Comparison goods trade draw from survey area: £21.8m

The IKEA store in Edmonton opened in 2005 but was not trading at the time of the household survey which was undertaken in support of the 2005 Study. The store draws £21.8m of comparison goods spend from the survey area. The store sits approximately 1km east of Edmonton district town centre and is approximately 30 minutes' drive from Dalston/Hackney Central, 45 minutes from Shoreditch. The store benefits from relatively easy access to much of the survey area by virtue of the A10. Access to the store by public transport from much of the Borough is not particularly straightforward, however.

Summary

- The borough is surrounded by a number of ‘higher-order’ retail destinations — this means that loss of comparison goods expenditure will be inevitable. This is not necessarily a reflection of poor provision within centres in the survey area, but simply demonstrates that the centres in Hackney form part of a wider retail geography in which local residents will undertake their comparison goods shopping.

- There are three key locations where residents in the survey area undertake their comparison goods shopping — Central London, Angel/Upper Street and Stratford. Central London attracts over £200m of comparison goods spend from the survey area; both Angel and Stratford attract over £100m.

- Westfield Stratford City was not trading at the time of the Council’s previous retail and leisure evidence base, but the development in 2011 has unquestionably had a significant impact on survey area residents’ comparison goods shopping patterns. The market share attracted to Stratford from the survey area has increased from 1.4% in 2005 to 11.7%, whilst the market share of Central London has approximately halved. Angel has also increased its attractiveness as a comparison goods shopping destination relative to the position at the time of the 2005 Study.

- After these locations, a broad range of other competing centres draw more modest amounts of comparison goods spend (between £21.8m and £31.5m). These include retail warehouse facilities at Leyton (Leyton Mills Retail Park) and Edmonton (IKEA), plus Wood Green, Bethnal Green, Green Lanes and Tottenham/Seven Sisters.

- To put the above figures into context, the highest comparison goods turnover of any centre in LB Hackney is Hackney Central (£72.0m comparison goods turnover) followed by Dalston (£57.1m) and Stoke Newington (£52.5m).
5 Introduction to health checks & assessment of Dalston major town centre

Introduction to health check assessments in Sections 5 to 8

5.1 In Sections 5 to 8, we present updated ‘health check’ assessments of the principal centres within LB Hackney, as set out in the hierarchy of centres in Section 2 of this study.

- In the remainder of this section we set out a review of the current performance of Dalston major town centre;
- In Section 6 we review the district town centres of Hackney Central, Finsbury Park and Stoke Newington (as well as the adjacent local shopping centre of Stoke Newington Church Street);
- In Section 7 we provide high-level assessments of the network of local shopping centres;
- In Section 8 we provide an assessment of centres which the Council is considering as potential future allocations — Shoreditch, plus local shopping centres at Green Lanes, Dunsmure Road and Oldhill Street.

5.2 A map of the centres at the different levels of the hierarchy is shown in Figure 5.1.

Figure 5.1 — Hierarchy of centres in LB Hackney

5.3 Our assessment of each centre is based on the ‘vitality and viability’ indicators for assessing the ‘health’ of a town centre as set out in the National Planning Practice Guidance (NPPG), and is based on a combination of our own assessments of the centre based on site visits undertaken in January/February 2017, and secondary data sources such
as LB Hackney’s own monitoring data for each of the centres (which dates from 2014, but has been updated by GVA as part of our site visits) Experian Goad 11, who produce ‘Category Reports’ showing the diversity of uses in centres, CoStar/ShopProperty Commercial Property Database, IGD, as well as other secondary data and reports provided by LB Hackney. To inform the findings of the study.

5.4 Paragraph 005 of the PPG ‘Ensuring the vitality of town centres’ identifies the following indicators should be used to assess the ‘health’ of town centres, and accordingly we structure our assessment along these lines for each centre. In some instances to avoid overlap in discussion or repetition we group indicators together for the purposes of our discussion. The PPG ‘health check’ indicators are as follows:

<table>
<thead>
<tr>
<th>Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. diversity of uses</td>
</tr>
<tr>
<td>B. proportion of vacant street level property</td>
</tr>
<tr>
<td>C. commercial yields on non-domestic property</td>
</tr>
<tr>
<td>D. customers’ views and behaviour</td>
</tr>
<tr>
<td>E. retailer representation and intentions to change representation</td>
</tr>
<tr>
<td>F. commercial rents</td>
</tr>
<tr>
<td>G. pedestrian flows</td>
</tr>
<tr>
<td>H. accessibility</td>
</tr>
<tr>
<td>I. perception of safety and occurrence of crime</td>
</tr>
<tr>
<td>J. state of town centre environmental quality</td>
</tr>
</tbody>
</table>

5.5 Dalston is a vibrant, multi-cultural town centre which is considered the focus for comparison shopping in the borough, reflected in its allocation as the highest order centre within Hackney’s retail hierarchy. Previously a hub for the artistic community, Dalston has become a popular, desirable area offering cafes, pubs and shops within a bustling, busy setting. The popularity of the area has meant that in recent years Dalston has increasingly become an area for investment and an influx of schemes comprising luxury apartments have come forward. The presence of the Vortex Jazz Club, the Arcola Theatre and numerous creative workspaces firmly retains Dalston’s identity as a ‘creative quarter’, whilst the Rio Cinema provides a key leisure facility for the town centre.

5.6 Retailing in Dalston is predominantly focused around Kingsland High Street and the Kingsland Shopping Centre however Ridley Road Market, which is located to the north of the shopping centre, also plays an important role in the vitality of the centre and affordability of everyday produce and household goods for local people.

5.7 Dalston has seen major regeneration since the opening of Dalston Junction Station in 2010. Dalston Square is a major flagship regeneration project located around the station which has brought forward 550 new homes, a library, restaurants and shops (including a Co-operative convenience store) and the largest public square to be constructed in Dalston in the last 100 years. Further change is set for Dalston including forthcoming developments 57 East and the Dalston Curve development both in the early stages construction and located on Kingsland High Street and in close proximity to Dalston Kingsland station. Further to this the Council has sought consultation with the public on Dalston

11 We have used Experian Goad diversity of uses data for Finsbury Park (as only part of this centre falls within LB Hackney) and Shoreditch (as there is no LB Hackney monitoring data for this location. For all other centres, we use LB Hackney monitoring data, updated by GVA as part of our ‘health check’ assessments of each centre.
Quarter (a group of Council owned buildings in and around Ashwin Street and parts of Dalston Lane) in order to gather views on the long term future of these buildings and how they can be put to best use for the local community.

Diversity of uses, retailer representation and intentions to change representation (PPG Indicators A and E)

5.8 The diversity of retail uses has remained relatively constant since the health check last undertaken by LB Hackney in 2014. As illustrated in Table 5.1 below, in terms of number of units, over 50% of uses in Dalston town centre fall under Use Class A1 “shops”. It was noted during the on-site health check that although the town centre offers a number of ladies and menswear shops there is a noticeable lack of higher quality / mainstream clothing retailers which could drive footfall and encourage more people to visit the centre. Indeed, Dalston’s overall comparison goods offer could be performing more strongly through offering a wider diversity of retailers. There is a strong provision of local shops providing everyday shopping for local people including telephone accessory shops, small discount stores and convenience shops and this forms the dominant type of retailing activity in the centre. The convenience offer of Dalston qualitatively appears to be strong with the town centre accommodating a number of small specialist grocers, bakers and butchers, bolstered by the presence of Ridley Road Market.

5.9 It is clear that Dalston, for a major centre of its size, could be performing much more strongly in terms of its comparison goods shopping offer. Currently there is a qualitative gap in the presence of large clothing retailers such as Topshop, New Look, H&M who could significantly increase footfall to the town centre and avoid people within the area travelling to the likes of Angel and Central London to access a higher quality comparison retail shops, whilst still retaining the diverse mix the centre currently offers, which is in itself an asset to the centre.

Table 5.1: Diversity of uses in Dalston major town centre, January 2017

<table>
<thead>
<tr>
<th>Use Class</th>
<th>Number of Units</th>
<th>% of Total</th>
<th>2017 Net Percentage Change +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>219</td>
<td>55%</td>
<td>-3%</td>
</tr>
<tr>
<td>A2</td>
<td>35</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>A3</td>
<td>43</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>A4</td>
<td>4</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>A5</td>
<td>8</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>B1</td>
<td>5</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>B1</td>
<td>12</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>D1</td>
<td>3</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>D2</td>
<td>3</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Sui-Generis</td>
<td>7</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Vacant</td>
<td>13</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Under Refurbishment</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Unknown</td>
<td>28</td>
<td>7%</td>
<td>-1%</td>
</tr>
<tr>
<td>C3</td>
<td>21</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>398</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: GVA update of LB Hackney monitoring data

5.10 Table 5.1 reveals that the representation from class D2 “leisure” is 1% however this is purely based upon number of units. Qualitatively, we consider Dalston to have a strong commercial leisure offer, including a popular cinema venue, spoken about in more detail below, which is a valuable asset to the town centre’s overall health as well as theatres and live music venues.

5.11 The Council also undertakes monitoring of the floorspace splits between defined primary and secondary shopping in Dalston major town centre (as well as in the district town centres of Hackney Central, Stoke Newington and Finsbury Park). Maps of the defined frontages and land uses in these centres are provided in Volume 3 of this study and tabular data is provided at Volume 4. The Council’s data shows that 56.4% of units in the primary shopping frontage are occupied by class A1 retail, 10.7% by A2 (financial services), 9.4% by class A3 (restaurants/cafes), and 1.3% by each of class A4 (drinking establishments) and class A5 (hot food takeaways). As the highest-order centre in the Borough it is considered that the proportion of units occupied by class A1 units in the primary shopping frontage is low, and a policy aspiration of the Council should be to increase this proportion to enhance the retail function of the centre.
5.12 The range of uses in secondary frontage areas is considerably more varied and includes a wide range of non-class A1 uses, reflecting what can be considered a particularly diverse offer in these parts of the centre. The proportion of A1 uses in the secondary frontage is just 27.3% - compared to 38.9% in Hackney Central and 51.3% in Stoke Newington. This again highlights the relatively limited retail offer which Dalston has in the context of its role and function as the highest order centre in the Borough, although the presence of a varied and balance secondary frontage offer is overall considered positive to the centre’s vitality and viability.

5.13 As noted above, from a qualitative perspective, we consider Dalston to have a relatively good commercial offer, although there is considered to be scope for a broader variety of restaurants/ cafes in the centre to enhance both its evening and daytime economy. Nevertheless, class A3 uses are the second most well-represented category of uses in the centre. The number of uses falling within class A4 (‘drinking establishments’) is more limited.

5.14 The centre contains a number of cultural spaces including music venues such as the Nest, Servant Jazz Quarters and Café Oto, the latter of which also acts as a creative hub for the local arts community. There are also club venues such as Visions and Birthdays, and a number of drinking venues including Dalston Roof Park, a rooftop bar. Although the number of pubs/ bars in the centre is relatively limited, the number of night-time economy venues – music venues, clubs and such – is strong and forms an important part of the attractiveness of the centre outside of retailing trading hours.

5.15 Ridley Road Market, as previously mentioned above, complements the retail and leisure mix offered by Dalston and operates Monday to Saturday 8am – 6pm. The market which operates from the pedestrianised street opposite Dalston Kingsland Station comprises of on street stalls selling fruit and vegetables, exotic foods, clothing and household goods. The market proves to be very popular and draws a significant number of people to this part of the town centre, creating a vibrant and lively atmosphere.

5.16 The central retail focus in Dalston is the Kingsland Shopping Centre, a large indoor shopping complex which opened in the1980s. The main stores are multiple retailers, examples of which include Peacocks, Matalan, Costa, Holland and Barrett, The Carphone Warehouse and Blue Inc Menswear. The centre is anchored by a large Sainsbury’s supermarket which has an adjoining car park (approximately 350 spaces) accessed via Dalston Lane. The Sainsbury’s includes a wide range of products including homeware, children’s clothes, women’s clothing and food counters including a fishmonger, deli, cheesemonger, butcher and baker. A visit to the shopping centre in the day time confirmed that the Sainsbury’s is driving a significant amount of footfall to the shopping centre.

5.17 Despite the prominence of larger retailers within the shopping centre, the Kingsland Shopping Centre is dated and poses a key opportunity for redevelopment in the central part of the town centre, which was identified in the Council’s previous retail and leisure capacity study (2005). These have not subsequently been progressed. In response to the plans to redevelop the shopping centre site, concerns were raised amongst members of the community with regards to the impact of development upon Dalston Eastern Curve Garden (a community garden and meeting place) and Ridley Road Market, demonstrating the value these local assets hold for local residents.

5.18 The Kingsland Shopping Centre fronts onto Kingsland High Street, which is a prominent shopping street on one of the main arterial roads into Central London, the A10. The quality of the retail shops is generally characterised by lower quality independent clothing and homeware shops, charity shops, betting shops, and small convenience stores. There are a number of multiple operators such as Nando’s, Boots, Curvy’s and McDonald’s. Dalston has a presence of banks dotted throughout the town centre including Barclays, NatWest and Halifax, but the vast majority of both the retail and service offer is given over to independent retailers, restaurants and cafes.

5.19 In terms of the cultural offer and commercial leisure offer that Dalston has to offer, Gillett Square comprises of the Dalston Culture House arts workspace which is home to the Vortex Jazz Club and studio spaces; eight permanent market stalls offering food and other goods - behind which is the Bradbury Street Workspace hosting creative uses - and a public square which allows space for community events. Ashwin Street is another portion of the town centre which revolves around cultural uses and workplaces and is anchored by the Arcola Theatre. Just south of Ashwin Street is the new Dalston Square development which has introduced new homes, a large public square and a small number of cafes, restaurants and a spa. Within walking distance from here, on Dalston Lane, the Dalston Eastern Curve Garden and local ES Bakery is a popular destination for locals - as previously stated above. Another key draw for the town centre is the independent Rio Cinema housed within a Grade II listed Art Deco building situated on Kingsland High Street on the corner of John Campbell Road.
5.20 Uses which fall under Use Class A4 ‘drinking establishments’ appear to be clustered in and around secondary shopping frontages and away from the central retail core.

5.21 According to Hackney’s Evening and Night-time Economy (2016) commissioned by the Council, Dalston is the most popular destination in the Borough to visit for socialising/ undertaking evening activities: 28% of respondents (mainly Hackney residents or workers in the borough) said they visited more than once a week and 29% said they visited every two to three weeks. This data is consistent with the findings from the household telephone survey GVA commissioned as part of this study. We understand from the Council that the on-going management of the evening economy will be a priority for areas in Dalston which are increasingly becoming focused around leisure uses to ensure there is a balance achieved between a town centre that has a vibrant expanding commercial leisure offer but so too a town centre which can mitigate any negative impacts that night time economy uses may have upon residents and the surrounding locality.

5.22 In terms of retailer requirements, Table 5.2 below shows that the majority of active requirements for Dalston are from comparison operators. As can be noted from the table these operators largely represent the value and discount sector of the retail market. Overall these operator requirements reflect Dalston’s current comparison goods retail offer which comprises largely of mid-lower market retail operators.

<table>
<thead>
<tr>
<th>Operator</th>
<th>Retail sector</th>
<th>Floorspace requirement (sq. ft)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoe Zone</td>
<td>Comparison</td>
<td>1,500-2,500</td>
</tr>
<tr>
<td>iSmash</td>
<td>Comparison</td>
<td>200-500</td>
</tr>
<tr>
<td>Select</td>
<td>Comparison</td>
<td>3,000-5,000</td>
</tr>
<tr>
<td>Westside Urban Boutique</td>
<td>Comparison</td>
<td>1,000-2,000</td>
</tr>
<tr>
<td>Topps Tiles Plc</td>
<td>Comparison</td>
<td>3,000-8,000</td>
</tr>
<tr>
<td>Wilko</td>
<td>Comparison</td>
<td>3,000-20,000</td>
</tr>
<tr>
<td>Zing Zing</td>
<td>Leisure Services</td>
<td>500-1,000</td>
</tr>
<tr>
<td>The London Cocktail Club</td>
<td>Leisure Services</td>
<td>500-3,000</td>
</tr>
<tr>
<td>Pepe’s Piri Piri UK</td>
<td>Leisure Services</td>
<td>1,000-2,000</td>
</tr>
</tbody>
</table>

Source: CoStar ShopProperty, January 2017

Proportions of vacant street level property (PPG Indicator B)

5.23 At the time of the health check overall vacancy levels across the town centre were low at approximately 3% of the total number of units. The vacancy rate has reduced from the figure recorded in 2014 (the time of the Council’s most recent survey of the centre), when the vacancy rate stood at just under 7%. The current vacancy rate for the centre is...
almost one-quarter that of the current UK average (11.2%), which can be considered a positive reflection of the overall vitality and viability of the centre.

5.24 The only area which exhibited a particularly concentrated level of vacant units was Bradbury Street, which could be a result of the lower levels of footfall found on this street. There are also two vacant units in the new development at Dalston Square, adjacent to Dalston Junction station. These units are of a relatively good, well-proportioned size, and larger than the majority of the other vacant units in the centre. However, they are slightly off-centre in terms of their positioning relative to the primary shopping frontage and key attractors in the centre, which may explain why they have not been let. Generally however, the low vacancy levels are a positive sign of a healthy town centre and are consistent with the ‘bustling’ and busy nature of Dalston town centre which we observed.

5.25 In comparison to the Council’s other higher-order centres of Finsbury Park, Stoke Newington and Hackney Central, Dalston is showing higher vacancy levels which could be reflective of the nature of it being a larger town centre experiencing a higher ‘churn’ rate from retail operators. However across all these centres – plus the two nearby ‘comparator’ centres of Angel and Holloway Road, vacancy rates are very low and comfortably below UK average levels (see Figure 5.3).

**Figure 5.3: Vacancy rates in Dalston & comparator centres, 2012-16**

![Vacancy rates graph](image)

Source: CoStar ShopProperty, January 2017

**Commercial yields and commercial rents (PPG Indicators C and F)**

5.26 Figure 5.4 shows prime Zone A commercial retail rents in Dalston, Hackney Central, Stoke Newington, Finsbury Park, Angel and Holloway Road between 2012 and 2016 based on the information derived from CoStar Commercial Property Database (accessed January 2017). It shows that rental levels in Dalston have remained fairly constant over the past four years, exhibiting minor fluctuations in rental value which peaked in 2013 at c. £39 per sq. ft and decreased slightly and then rose again to c. £34.00. In comparison with the five other locations, to date, Dalston performs averagely, sitting below rental values in Angel and Hackney Central but above the other two centres in Hackney. As the highest order centre in the borough it is perhaps surprising that it is not exhibiting rental values above Hackney Central, which could be reflective of the lack of multiple retailers located within the town centre.
CoStar does not provide a historic breakdown of the yield data for each town centre, however due to the fact that Dalston is a major centre within the borough it would be expected that yields realised here would be lower, reflective of the lower level of risk and higher capital values, although the absence of a quality multiple operator line-up may impact on yield rates.

Customer’s views and behaviour (PPG Indicator D)

As part of the household telephone survey of shopping and leisure patterns (discussed in full in sections 9 and 10) survey respondents were asked a series of attitudinal questions to investigate their likes, dislikes and what improvements they wish to see to Dalston town centre. The key findings are summarised below; full results are set out in the household survey results at Appendix 5.

- **Main purpose of trip:** When asked what their main purpose for visiting Dalston was top responses were, ‘food shopping’ (70.9%) and ‘non-food shopping’ (15.6%). This shows that despite being the highest-order centre in the Borough, non-food shopping is not an activity which the majority of users participate in, pointing to a deficiency in both range and quality.

- **Linked trips:** Shoppers will often incorporate ‘linked trips’ and visit/ utilise other shops and services during their trip to a town centre. Survey respondents stated that ‘linked trips’ included ‘daytime eating/ drinking’ (9.5%), ‘financial/ professional services’ (8.3%) and ‘other leisure activities, i.e. cinema’ (5.6%).

- **Likes:** The largest majority of survey respondents cited Dalston as their most frequented town centre for shopping and leisure trips. When asked what they liked about Dalston town centre survey participants responded with ‘close to home’ (33.9%), ‘good range of non-food shops’ (9.8%), ‘good market’ (9.7%) and ‘attractive environment’ (8.1%).

- **Dislikes:** When asked what they disliked about Dalston town centre, top responses from survey participants included ‘nothing’ (57.9%), ‘too busy/ crowded/ noisy’ (6.3%) and litter/ dirty/ dogs/ pollution (5.8%). Overall no major dislikes were recorded in percentage terms, therefore.

- **Areas for improvement:** When asked what they would like to see improved in Dalston town centre the most popular responses included ‘no need to improve’ (35.6%), ‘better maintenance/ cleanliness’ (12.1%) and ‘better choice of shops’ (6.9%).

Questions were also asked to ascertain patterns of evening economy activity in the town centre. The main findings are as follows:
Dalston is the most popular destination in the borough to visit during the evening for leisure activities with 11.7% of survey respondents saying they visit here. Of those that cited Dalston, 25.7% stated that they visit once a week, 20.8% said once a month and 20.6% said once every two weeks.

The top three reasons for visiting Dalston in the evening are ‘eating out’ (45.2%), ‘visiting pubs/bars’ (32.8%) and ‘visiting the cinema’ (24.4%).

73.5% of survey respondents stated that nothing needed to be improved in order to make them visit Dalston town centre more often during the evening.

In addition to the household telephone survey, a total of 100 in-centre surveys of users of Dalston town centre were undertaken by NEMS Market Research as part of the study. These were instructed in order for further information to be obtained on why respondents were using the centre, what they liked and disliked, and what they felt could be improved. Surveys were undertaken at four points across Dalston town centre. The in-centre surveys were also used to capture the home postcode of respondents; this is useful in establishing the extent of visitor ‘inflow’ from beyond the survey area.

The in-centre survey results found that:

- 54% of respondents were visiting the centre for food shopping, which was the most popular response by some margin. 39% of respondents stated they were visiting the centre for ‘general browsing’.

- 25% of respondents stated they were visiting the market - this is a high response rate for this type of activity and affirms the importance of Ridley Road Market in the wider vitality and viability of the centre. However only 2% of respondents stated it was the ‘main reason’ for visiting the centre, suggesting the market performs a complementary role to that of the wider of the centre (by contrast, 52% of respondents stated that food shopping was their main reason for visiting the centre).

- Only 14% of respondents stated that they visit the centre for non-food shopping, which is a low figure for a centre of the role and function of Dalston, but one which reflects that the comparison goods offer of the centre is not particularly strong.

- Almost two-thirds of respondents stated that they arrived on foot, suggesting that the centre draws primarily from a local catchment. 57% of respondents said it took them under ten minutes to travel to the centre. 18% arrived by rail, reflecting the fact that Dalston is well-served by two London Overground stations.

- 29% of respondents stated they planned to spend between one and two hours in the centre, and 34% of respondents planned to spend under an hour. The number of respondents planning to spend more than two hours in the centre was considerably more limited, although 13% of respondents stated they planned to spend all day in the centre, possibly reflecting those that work in the centre.

- 42% of respondents stated they visit the centre 2-3 times a week, 17% visit every day and 12% visit 4-6 times a week. These findings support responses to other questions, namely that the centre draws primarily from a local catchment, and also that the centre is mainly used for food shopping, the market and local services, as opposed to more infrequent comparison goods shopping.

- The in-centre survey confirms the findings of the household survey that most local residents do not use the centre in the evenings. Only 10% visit the centre in the evenings more than once a month, and 47% stated they visit less than once a year. This indicates that Dalston’s appeal as an evening economy destination is not from its local residential population, but rather the centre draws its evening trade from a wider customer base. 72% of respondents said that there was ‘nothing in particular’ that would make them visit the centre more in the evening.

- In common with the household survey, the in-centre survey asks respondents what they liked and disliked about the centre. Here, the role of the markets play in the appeal of the centre was again apparent, with 72% of respondents stating the markets were something they liked about the centre. 54% stated they liked the fact it was close to home. 41% of respondents stated that they liked the fact that the centre offered low/discount priced stores, and 30% stated that they liked that the centre was easily accessible.

- In terms of reasons respondents dislike the centre, the qualitative deficiencies of the centre in terms of its non-food offer are apparent: 49% of respondents stated that there was not enough choice of shops, with 25% specifically stating there were not enough clothes shops. 19% stated that there were too many shops of the
same/similar type, and 14% stated the quality of the shops was poor. This generally reflects our own observation in respect of the current offer in the centre.

- 41% of respondents stated that they main thing they disliked about the centre was the lack of choice of shops. Other areas of concern includes a lack of cafes, pubs and eating places (25%), a feeling that the centre was unsafe (13%), and that the centre was untidy/littered (11%).

- Finally, respondents were asked how they felt the centre could be improved. The vast majority of respondents - 80% - stated that the centre could best be improved through a better choice of shops, and 37% stated it could be improved by a better quality of shops.

- A number of other areas for improvement also scored highly. 47% of respondents stated the centre would benefit from better pubs, cafes and restaurants; 32% stated the centre would benefit from better cleanliness and maintenance (with 20% also stating the overall environment of the centre could be improved). 22% of respondents stated that the centre would benefit from better security.

**Pedestrian Flows (PPG Indicator G)**

5.32 The Experian Manual Count Survey Results Report (March 2015) (see Table 5.5) confirms that the busiest and therefore ‘core’ shopping area is located around the area in proximity to the Kingsland Shopping Centre and Dalston Kingsland Station and at Ridley Road Market. Typically footfall in these areas is highest on Saturdays. Pedestrian footways on Kingsland High Street near the Rio Cinema and at Balls Pond Road were quieter which is likely the result of the more limited retail offer provided here and the fact that these locations act as secondary locations within the centre.

5.33 Observations from our health check confirmed that the Kingsland Shopping Centre and Ridley Road Market are indeed the busiest locations in the town centre. Pedestrian flows up and down Kingsland High Street were consistent throughout the day and in and around the Shopping Centre, while the Ridley Road market was clearly a popular destination for locals. Footfall was also higher around the railway stations.

5.34 The pedestrian footfall in the public squares at Gillett Square and Dalston Square was more limited, however this will have been affected by the poor weather conditions that were experienced on the day of the survey. The main shopping area appeared quite separate from the cultural ‘hub’ areas of Ashwin Street and Gillett Square, perhaps as a result of the natural draw to the linear shopping area of Kingsland High Street which takes the focus off streets which are slightly more ‘off the beaten track’.

5.35 Overall it was observed that Dalston is a busy and well-used visited centre, which reflects positively on its vitality and viability as a major town centre. A key success for the centre will be achieving a seamless transition between the key shopping area and other defined character areas (as set out in the Dalston AAP 2013) of the town centre. In turn this will help to integrate the shopping, commercial leisure and the cultural and creative offer through increased pedestrian circulation while improving the profile of these areas and promoting the activities that can be enjoyed here.

**Table 5.5: Pedestrian footfall counts for Dalston major town centre**

<table>
<thead>
<tr>
<th>Location</th>
<th>Average Visitors per hour – Thursday</th>
<th>Rank – Thursday (1st = busiest, 4th = quietest)</th>
<th>Average Visitors per hour – Saturday</th>
<th>Rank – Saturday (1st = busiest, 4th = quietest)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kingsland High Street (near shopping centre)</td>
<td>445</td>
<td>1st</td>
<td>748</td>
<td>1st</td>
</tr>
<tr>
<td>Ridley Road</td>
<td>307</td>
<td>2nd</td>
<td>665</td>
<td>2nd</td>
</tr>
<tr>
<td>Kingsland High Street (near Rio Cinema)</td>
<td>223</td>
<td>3rd</td>
<td>455</td>
<td>3rd</td>
</tr>
<tr>
<td>Balls Pond Road</td>
<td>126</td>
<td>4th</td>
<td>223</td>
<td>4th</td>
</tr>
</tbody>
</table>

Source: Experian Manual Count Survey Results Report (March 2015)
Accessibility (PPG Indicator H)

5.36 On-street car parking is limited and frequently restricted throughout the centre. There are however three primary car parks, the largest of these is the Kingsland Shopping Centre car park which comprises of approximately 350 car parking spaces. There is also a short stay car park located at Gillett Square offering 31 spaces and a long stay car park at Bentley Road which has capacity for 109 spaces. The current provision for car parking is sufficient given the other means of access to the centre which we detail below.

5.37 Dalston Kingsland Station and Dalston Junction Station are both located in the town centre. Dalston Kingsland fronts directly onto Kingsland High Street, across the road from the key entrance point to Ridley Road market which subsequently creates excellent accessibility to the key shopping offer of the town centre. Dalston Junction Station is equally well located, sitting 230m south of Dalston Kingsland and therefore a little further away from Ridley Road and the shopping centre. Both stations offer rail services every 10 minutes, with trains running from Dalston Junction Station to Highbury and Islington and West Croydon via Hoxton, Shoreditch and New Cross and from Dalston Kingsland Station services to Richmond, Clapham and Stratford via Hackney Central.

5.38 A multitude of buses run from Dalston to Central London and surrounding areas including routes 30, 38, 56, 67, 76, 149, 236, 242, 243, 277, and 488 with the majority of these running wholly or partly along the main thoroughfare of Kingsland High Street. Bus services to major train stations such as Victoria, Waterloo, London Bridge, London Kings Cross and St. Pancras International can all be accessed from Dalston town centre.

5.39 The potential Crossrail 2 railway line will, if implemented, increase accessibility to Dalston major centre. For Dalston which has already seen new homes developed around its stations, there is the likelihood that proposals for more homes in the town centre may become more desirable.

Perception of safety and state of the town centre environment (PPG Indicators I & J)

5.40 The centre’s overall environmental quality is good and there is clear evidence of substantial investment in the public realm over the years, as demonstrated by the attractive public space at Gillett Square and more recently development of the sizeable public square at the Dalston Square development. Beyond these two areas the public realm somewhat diminishes in quality, particularly along Kingsland High Street which exhibits busy traffic flows, linear pedestrian footways and generally limited space in some stretches where there is a presence of shop boards and products, bike racks, bins and lamp posts cluttering the street. Some of the shop frontages could benefit from investment and upgrading however generally speaking the condition of frontages was reasonable. Kingsland High Street could benefit from a “de-cluttering”.

5.41 Ridley Road market is a popular market with around 150 trading stalls and so naturally this portion of the town centre feels cluttered, busy – characteristic of an on street market. Retail units along either side of Ridley Road exhibit a jumble of awnings, produce and a somewhat ‘makeshift’ appearance, however the environment is vibrant and ‘bustling’ bringing community members together in this part of the town, and in this context the environmental quality can be considered acceptable.

5.42 In terms of perceptions of safety, no major issues of concern were highlighted during the on-site survey.

Summary of vitality and viability of Dalston town centre

- The centre is performing mostly well overall against the NPPG ‘vitality and viability’ indicators however there is still room for the centre to improve further beyond the investment that has already taken place.

- The Kingsland Shopping Centre and Ridley Road Market continue to draw in footfall to the town centre and these locations remain the main focus for shopping in the town centre. Survey results reveal that people are not primarily visiting Dalston for its non-food shopping offer despite the wide range of shops Dalston offers, suggesting there is scope for the quality and range of the comparison shopping offer to be significantly improved.

- The Kingsland Shopping Centre is outdated and poses a key opportunity site for redevelopment in Dalston. The shopping centre lacks presence from quality multiple retail tenants and the town centre as a whole is failing to provide a strong comparison goods shopping offer for a town centre of its size and under its classification as a ‘major’ town centre. Evidence of retailer requirements for Dalston confirms the nature of shops within the town centre as predominantly lying within the affordable/discount sector of the market. It is important that any development which comes forward on the shopping centre site is sensitive towards the character areas of Ridley Road Market and Eastern Curve, which contains the Dalston Eastern Curve Garden. There is a balance to be
struck between encouraging regeneration whilst remaining true to the existing character of the town centre and the communities who live there.

- In qualitative terms, the convenience offer of Dalston appears to be functioning well, with the presence of the large Sainsbury’s located within the Kingsland Shopping Centre, complemented by Ridley Road market offering fresh food produce and the number of other smaller convenience stores dotted throughout the town centre. The telephone survey results suggest that convenience goods (food) shopping is the main reason for individual’s visits to Dalston. Should any redevelopment of the Kingsland Centre come forward over the course of the Council’s new Local Plan period, it is vital that it retains a supermarket of comparable size to the current Sainsbury’s store.

- The vacancy rate in the centre is low, at just 3%, and has reduced in recent years. The vacancy rate is comfortably below the UK average.

- The centre has been significantly enhanced through investment in the public realm including redevelopment at Gillett Square and Dalston Square. Both of these areas have attracted eating and drinking operators while Gillett Square has introduced culture and creative workspaces and leisure venues. However, there is a need for the busy thoroughfare of Kingsland High Road to be ‘de-cluttered’ to enhance pedestrian movement. Scope of enhancement of linkages between the two Overground stations.

- Commercial leisure venues such as the art house Rio Cinema, Almeda theatre and Vortex Jazz Club remain important for the viability and vitality of Dalston alongside the retail offer. There is potential for commercial leisure and the night-time economy representation to grow in Dalston, as currently the offer is not a primary reason for why people visit the centre. An increase in variety of high-quality bars, cafes, and restaurants may help to enliven the centre during the evening. Any growth will need to be carefully managed to ensure that the growth is sustainable and creates a positive impact upon the town centre.

- A greater level of integration between the eight character areas is required to enable a more cohesive town centre which embodies a strong identity as a cultural and creative hub which offers a strong comparison shopping offer.
Assessment of Hackney’s District Town Centres 
(Hackney Central, Stoke Newington, Finsbury Park)

6.1 In this section we set out health check assessments of the three policy-defined ‘district town centres’ of Hackney Central, Stoke Newington and Finsbury Park. These three locations form the second tier of centres in the Borough, behind Dalston major town centre (reviewed in the previous section). Our assessment follows the same structure as that set out for Dalston, although it should be noted that data for some of the PPG indicators is not available for all centres.

6.2 In the case of Stoke Newington, we also incorporate a ‘health check’ assessment of the adjacent Stoke Newington Church Street Local Shopping Centre, and whilst we review the performance of the two areas (the district town centre and the local shopping centre) individually, their overlapping functional relationship means that in our conclusions on the performance of the centre we consider both components of the centre together.

6.3 In the case of Finsbury Park, only part of the centre falls within LB Hackney, with the rest falling in LBs Islington and Haringey. However for the purposes of our assessment, in order to gain a clear picture of the performance of the centre, we have considered the centre as a whole rather than just the section which falls within LB Hackney.

Hackney Central District Town Centre health check

6.4 Hackney Central is located to the south-west of Hackney borough and, as previously stated, is a key civic and cultural hub in the borough which also offers shopping, leisure and employment facilities. According to the Hackney Central AAP (October 2012), it is expected that the development of Hackney Central will be brought forward in tandem with Dalston so that each centre complements the others strategic vision.

6.5 The Hackney Central AAP also states that the focus for Hackney Central is for the town centre to retain its historic nature and encourage increased accessibility between the newly developed Hackney Walk shopping area to the east and the rest of the town centre. Bringing forward key development sites which are currently underutilised which could host high quality mixed use development will also be a priority for the Council. The Council have also previously recognised the poor quality of the public realm and have highlighted a need for this to be improved.

Diversity of uses, retailer representation and intentions to change representation (PPG Indicators A & E)

6.6 In terms of diversity of uses the data collected from our on-site survey suggests that 39% of uses comprise of A1 shops which is the largest representation from a use class. This is followed by A2 uses (15%), A3 uses (7%), A5 (5%) and A4 (2%). Hackney Central is providing a strong convenience goods shopping function from our observations with a Marks and Spencer Foodhall, Iceland and Tesco supermarket to the east of the centre.

6.7 The Council recognises that Hackney Central could benefit from additional comparison floorspace, particularly larger units such as the ones on the Narrow Way (portion of Mare Street which comprises the main retail core of the town.
centre) in order to attract further key anchor retailers. On comparison of our health check data with the data gathered during the 2014 health check it is clear that the diversity of uses has remained stable, with only a small rise in vacancy rates (2% of total units).

6.8 The Council have also provided monitoring data on the diversity of uses within the defined primary and secondary shopping frontages in the centre (see land use/frontages plans provided at Volume 3, and tabular data provided at Volume 4). The Council’s data shows that 55.0% of units in the primary shopping frontage and 38.9% of retail units in the secondary shopping frontage are given over to class A1 uses, confirming that the centre has a fairly extensive retail offer. There is also a strong class A2 offer, with these uses accounting for 17.5% of uses in the primary frontage and 14.8% in the secondary frontage — in both cases significantly greater than the equivalent figures for Dalston. Of note is that there are five units in the primary shopping frontage given over to class A5 uses (hot food takeaways); as uses of this nature do not make a particularly positive contribution to the overall mix and vitality of a centre it would be desirable for these units to be given over to other Class A uses which make a stronger contribution to the overall offer of the centre.

Table 6.1: Diversity of uses in Hackney Central district town centre, January 2017

<table>
<thead>
<tr>
<th>Use Class</th>
<th>Number of Units</th>
<th>% of Total</th>
<th>2017 Net Percentage Change +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>112</td>
<td>39%</td>
<td>-4%</td>
</tr>
<tr>
<td>A2</td>
<td>43</td>
<td>15%</td>
<td>1%</td>
</tr>
<tr>
<td>A3</td>
<td>21</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>A4</td>
<td>6</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>A5</td>
<td>14</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>B1</td>
<td>14</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>D1</td>
<td>6</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>D2</td>
<td>4</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Sui-Generis</td>
<td>7</td>
<td>2%</td>
<td>-1%</td>
</tr>
<tr>
<td>Vacant</td>
<td>7</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Under Refurbishment</td>
<td>1</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Unknown</td>
<td>9</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>C3</td>
<td>46</td>
<td>16%</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>290</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: GVA update of LB Hackney monitoring data

6.9 Retail provision in the centre is anchored by a number of larger-format units including Primark and Marks and Spencer on Mare Street and Tesco on Morning Lane. A car park is located adjacent to the Tesco store with approximately 250 car parking spaces. Other national multiple retailers trading in the centre include McDonalds, TK Maxx, Costa, Clarks, Specsavers, Boots, JD Sports, and banks including NatWest and Santander. The retail offer generally revolves around the affordable/discount sector of the market however the presence of Marks and Spencer helps lift the overall quality of the retail offer in the town centre. New development at Amhurst Road has seen improvements in the shopping environment around the station, through introduction of Costa and new retail shops including TK Maxx, as well as a Travelodge Hotel.

6.10 Lower Clapton Road (not part of the local shopping centre of the same name within the borough) forms a part of the town centre designation however is separate from the main retail offer. Lower Clapton Road comprises of a retail offer which is targeted towards local shopping needs including a large Sainsbury’s Local, hairdressers, take away shops, small grocery shops, cafes, fishmongers, dry cleaners and homeware shops. The former Hackney Police Station building currently stands vacant on Lower Clapton Road and represents a prominent redevelopment opportunity.
6.11 ‘Hackney Walk’ is London’s first luxury fashion outlet district which opened in mid-2016. The fashion district is predominantly housed within the railway arches on the northern side of Morning Lane. The vision is for the shopping district to grow and rival Bicester Village in Oxfordshire.

6.12 Although Hackney Walk is not located within the defined town centre policy boundary, the luxury fashion shopping district fills a qualitative gap in the fashion retail offer within Hackney Central and the wider Borough. Hackney Walk is located just east of the town centre boundary and comprises of luxury brands such as Anya Hindmarch, Aquascutum, Colombo, Folli Follie, Gieves and Hawkes, Matchesfashion.com, Nicole Fahri, Nike, Present, Pringle of Scotland, UGG, Zadig and Voltaire and Legs (restaurant located just across from the outlet shops). Hackney Walk feels somewhat disjointed from the rest of Hackney Central and there is an opportunity for improved pedestrian walking and cycling routes from Hackney Central to Hackney Walk.

6.13 As has previously been discussed in Section 2 of this report, the Tesco site, located on Morning Lane, represents what can be considered a key development opportunity in the centre which has been a consideration for redevelopment for a number of years. The site comprises a 1,640 sq. m (net sales) Tesco supermarket and adjoining car park with capacity for up to 254 vehicles. Redevelopment of this site has the opportunity to significantly revitalise the area east of Hackney Central which has a disconnected urban structure.

6.14 We understand that Hackney Council is in the process of acquiring the Tesco site as part of its aspirations to bring forward the regeneration of the town centre. It is understood that development proposed will be mixed use with commercial and retail floorspace.

6.15 Hackney Central offers a range of commercial leisure venues such as St. John at Hackney Church – which also doubles up as a popular live music venue – as well as Hackney Empire theatre which hosts dance, music and comedy shows and the Hackney Picturehouse, a cinema showing a mixture of mainstream and arthouse/ international films. Other cultural venues located in Hackney Central include live music venues such as O2o and Moth Club.

6.16 With regards to operator demand, Shopproperty provides no data for Hackney Central and therefore we do not provide analysis on this.

**Proportions of vacant street level property (PPG Indicator B)**

6.17 According to data collated during the on-site health check, approximately 2% of the total number of units within the town centre are currently standing vacant. The overall percentage of vacant units is very low and should not be considered a cause for concern, and the vacancy rate is significantly below the current UK average of 11.2%
The majority of the vacant units are located towards the southern portion of the town centre, clustered around the western end of Morning Lane and a couple of units are positioned on Graham Road.

Commercial yields and commercial rents (PPG Indicators C & F)

With reference to Figure 5.4 (in the previous section), rental levels in Hackney Central have increased steadily over a five year period from £18.00 per sq. ft in 2012 to £36.00 per sq. ft in 2016, therefore placing it above rental values in the other town centres in the borough and above Dalston which reached rental values of £33.00 per sq. ft in quarter 4 of 2016. Hackney Central was showing rental values below those seen in Dalston up until 2014, thereafter rents in the two centres were very similar until 2016, after which rental values increased to a level higher than Dalston.

Customers’ views and behaviours (PPG Indicator D)

The summary of responses from individuals who undertook the household telephone survey is as follows:

- **Hackney Central** was the second most popular shopping and leisure destination for residents in the survey area following Dalston, with 26.4% of respondents to the survey stating they visit the centre.

- **Main purpose of trip**: The main purpose for visiting Hackney Central, according to survey respondents, is to undertake ‘food shopping’ (66.4%) and ‘non-food shopping’ (20.1%).

- **Linked trips**: The most popular ‘linked trip’ included ‘financial/ professional services’ (9.2%), ‘daytime eating/ drinking’ (7.1%) and ‘other leisure activities i.e. cinema’ (5.7%).

- **Likes**: When asked what they liked about Hackney Central top responses included ‘close to home’ (40.1%), ‘good range of non-food shops’ (11%) and ‘good bus service/ accessible public transport’ (4.8%).

- **Dislikes**: When asked what they disliked about Hackney Central survey participants responded with: ‘nothing’ (55.1%), ‘not enough choice of shops’ (8.1%) and ‘traffic congestion’ (6.7%), suggesting that over half of all users of the centre are satisfied with its offer.

- **Areas for improvement**: In response to being asked whether any improvements could be made to the town centre 29.8% stated ‘no need to improve’, 9.2% stated ‘better choice of shops’ and 6.8% said ‘large shops/ department store’.

  - Only 5.5% of survey respondents within the defined survey area said they visit Hackney Central during the evening.
  - Of these individuals who visit Hackney Central for evening leisure activities, 26.7% visit once a month, 24.7% visit once a week and 21.5% visit once every two weeks.
  - The main reasons for why survey participants visit Hackney Central during the evening include visiting the cinema (61.3%), eating out (50%), visiting pubs/ bars (32.5%) and visiting the theatre (14.4%).
  - When asked what, if anything, would make them visit the centre more in the evenings people stated ‘nothing’ (59.6%), ‘more variety/ better choice of restaurants and cafes’ (8.8%), ‘more variety/ better choice of pubs/ bars’ (7%), ‘improved safety in the centre’ (5%).

The survey results reflect a relatively low percentage of people within the survey area visiting Hackney Central for evening economy activities. The centre however has an unquestionably strong evening economy and this suggests that Hackney Central draws visits from a wider catchment area than the defined household survey area.

NEMS Market Research also undertook 100 in-centre surveys in Hackney Central district town centre in January 2017, to undertake further qualitative analysis of the reasons respondents visit the centre and how it could be improved. The survey found that:

- Hackney Central has a more significant role as a non-food shopping destination compared to Dalston; 29% of respondents stated they visit the centre for non-food shopping, compared to 14% in Dalston. 42% of respondents visit the centre for food shopping, and for 25% of residents food shopping was the main reason for their visit.

- In terms of other reasons for visiting the centre, 17% of respondents stated they live in the centre, and 17% stated they work in the centre. Commercial leisure activities, such as eating/drinking, or visiting the cinema, scored lower response rates.

- Respondents were asked which shops they intended to visit as part of their time in the centre, and the responses to this question reflected the fact that many residents are visiting the centre to undertake food shopping - 37% of respondents stated they intended to visit M/arks & Spencer, 19% Tesco and 12% Iceland. Boots and Primark also attracted responses of 12%.
• 41% of respondents stated that they walk to the centre, with 32% arriving by bus and 13% by rail. This suggests Hackney Central’s catchment extends wider than Dalston’s, where two-thirds of respondents access the centre on foot. Only 8% arrived by car. However as 70% of respondents were able to travel to the centre within 15 minutes, Hackney’s catchment is still relatively localised.

• Over half (55%) of respondents stated that they intended to spend under an hour in the centre.

• 75% of respondents stated they visited Hackney Central during the daytime at least once a week, including 21% who visit every day and 20% who visit 4-6 times a week. Hackney Central also has higher levels of patronage in the evening from its local catchment – 17% of respondents stated they visit the centre in the evening 2-3 times a week, and 13% visit once a week. 41% of respondents stated that they visit the centre in the evening less than once a year.

• For those respondents that visit in the evening, 38% visit pubs/bars, 29% visit restaurants, 19% visit for shopping, 15% visit the Hackney Empire, and 8% visit the cinema. 46% of respondents stated that there was ‘nothing in particular’ that would make them visit the centre in the evenings more, but 11% of respondents stated that better entertainment/events in the centre would encourage more frequent visits, and 11% stated that less anti-social behaviour would encourage them to visit more.

• When asked what they like about Hackney Central, 33% of respondents liked the fact that the centre was close to home, 21% liked the fact the centre was compact and easy to get around (14% also stated liked the layout of the centre and the fact that shops were close together), and 12% liked the ease of access by public transport.

• When asked what they disliked about the centre, 29% of respondents stated ‘nothing’, but a number of clear areas of concern were apparent. 25% of respondents considered the centre to feel unsafe/dangerous, and 27% considered the centre to suffer from problems with vandals and hooligans. When considered with the findings from other questions discussed above, it is apparent that anti-social behaviour in the centre is a clear concern amongst users of the centre.

• Respondents also stated that traffic congestion in the centre was an area of concern (20% of respondents). 10% of respondents considered the centre to be dirty.

• Although the lack of shops in the centre was not, for the most part, something which respondents disliked about the centre (only 8% said there was not enough choice of shops, and 3% considered there to be insufficient choice of clothes shops), when asked what could be improved, this factor scored much stronger, with 20% of respondents considering the centre would benefit from a better choice of shops. Again reflecting concerns over anti-social behaviour in the centre, 13% of respondents stated the centre required improved security/CCTV, and 12% considered the centre to require better facilities for youth. 12% also considered the centre would benefit from an improved appearance, and 11% considered the centre would benefit from more traffic-free areas.

**Pedestrian Flows (PPG Indicator G)**

6.22 We observed that overall levels of footfall were consistent along the Narrow Way, becoming busier towards the area around the key anchor stores of Primark, Marks and Spencer and McDonald’s. Where Mare Street intersects with the road at Bohemia Place and Amhurst Road, footfall became increasingly busy due to the close proximity of Hackney Central train station, the main entrance to which is accessed via the footpath on the corner of Amhurst Road. The southern portion of the town centre exhibited average levels of pedestrian movement and out towards the east, along Morning Lane and at the new Hackney Walk Shopping area, footfall was sparse and there was limited to no shopping activity taking place in these locations.

**Accessibility (PPG Indicator H)**

6.23 Similarly to Dalston, on street car parking is limited. Car parks are located at St. John’s Church Yard (offering 31 spaces at a rate of £2.40 per 2 hour stay) and Amhurst Road (offering 25 spaces at a rate of £2.80 per 2 hour stay). The Tesco store on Morning Lane offers customer-only short stay parking for free, with capacity for 260 cars. The centre is accessible by public transport via Hackney Central Overground and a number of bus services. Hackney Central operates services running to Clapham, Richmond via Dalston and Stratford every 10 to 15 minutes. A wide range of bus services run through the centre, although the one-way system generates congestion and means bus movements through the centre are slow, approximately every 5 and 10 minutes to destinations including Dalston, Aldgate, London Bridge, Whitechapel and Oxford Circus. Buses also run towards Homerton (services every 12 minutes) and Hackney Wick (services every 4 minutes) at regular intervals opening up the eastern portion of the borough. We consider this to represent good levels of transport and accessibility to and from the town centre.

**Perception of safety and state of the town centre environment (PPG Indicators I & J)**

6.24 The environmental quality of Hackney Central is good overall, characterised by a number of historic assets including Hackney Empire, St. John’s Church and the Old Town Hall and architecture of special interest which sit within the...
designated Conservation Areas of Clapton Square to the north and Town Hall Square to the South. During our health check it was noted that the provision of public space enabling people to sit and meet is limited, although construction is already underway to create a large public square located near to the Old Town Hall and St. Augustine’s Tower. Improvements are also being made to the public realm along Narrow Way.

6.25 The Narrow Way is quite pleasant to walk along due to the removal of traffic on the single carriageway which functions as a shared space alongside pedestrians and cyclists. The intersection between Mare Street, Bohemia Place and Amhurst Road does not offer a particularly pleasant environment due to the busy road, difficult accessibility and transition for pedestrians from the north part of Mare Street onto the southern portion beyond the railway bridge. Bohemia Place is occupied by a number of parked cars on both sides which contributes to the feeling of a cramped environment and one that clearly accommodates vehicles and not pedestrians.

6.26 At the time of the onsite health check there appeared to be no issue regarding safety in the town centre, however our visits were undertaken in the daytime. The in-centre survey results suggest that safety could be improved in the evenings in Hackney Central with 22% of respondents who took part in the survey stating that there could be better safety and less anti-social behaviour in the centre and these may well be issues which are more apparent in the evening and this therefore is an indicator of which should be closely monitored.

Summary of vitality and viability of Hackney Central district town centre

- Hackney Central is performing well when compared to the PPG ‘vitality and viability’ indicators and current improvements to public realm and potential investment in the pipeline for the Tesco site on Morning Lane are positive steps forward for the town centre.

- The town centre appears to be functioning well in terms of its convenience goods shopping offer and the survey results on customer behaviour and shopping patterns suggest that people are mainly choosing to visit the centre to undertake their food shopping. However it also plays an important role as a non-food shopping destination and the presence of retailers such as Primark, TK Maxx and Marks and Spencer make an important contribution to the centre in this respect.

- Hackney Central has the opportunity to attract further high street retailers to the retail core and lift the quality of the retail offer on Mare Street which is currently rather low. This could encourage further footfall to the town centre and boost the main comparison goods shopping offer which is currently limited to the aforementioned large anchor stores on the Narrow Way.

- Pedestrian flows were busiest at the heart of Hackney Central around the railway station however footfall was noticeably quiet at the new Hackney Walk development. Increased signage in the first instance might encourage footfall, however we believe further regeneration of the eastern portion of the town centre incorporating the Tesco site and opening the arches on Bohemia Lane is more likely to achieve the feel of a more consistent retail circuit and achieve the levels of footfall that Morning Lane appears to be lacking.

- In terms of the evening economy there is a varied cultural offer including a cinema, theatre and live music venues, as well as a number of pubs and bars. An increased variety of eating and drinking establishments could help boost the evening economy and support Hackney Central’s role as a cultural and civic hub.

- Both the household telephone survey and in-centre survey identified concerns from users of the centre regarding anti-social behaviour, with 25% of respondents to the in-centre survey stating that they consider the centre to feel unsafe, and 27% considering the centre to have problems with vandals and hooligans - the Council should monitor this indicator closely.

Stoke Newington District Town Centre & Stoke Newington Church Street Local Shopping Centre

6.27 In this section we set out an assessment of the performance of Stoke Newington High Street District Town Centre and Stoke Newington Church Street Local Shopping Centre. The two areas sit adjacent to one another (see plan at Figure 6.2), but are currently considered separately in policy terms as they perform quite different roles and functions. For the purposes of our ‘health check’ analysis, we first consider Stoke Newington High Street District Town Centre, followed by Stoke Newington Church Street Local Shopping Centre, before drawing overall conclusions on the combined performance of the two centres.
Stoke Newington District Town Centre

6.28 Stoke Newington district town centre is located within an area which occupies the north western portion of the borough of Hackney. The retail shops and services comprise of a linear formation along Stoke Newington High Street (A10) stretching from Lynmouth Road to the north all the way down to Manse Road towards the south. The town centre comprises a good mix of specialist and independent shops and services.

6.29 The historic core of Stoke Newington is located in Church Street Local Shopping Centre, where Stoke Newington Town Hall and The Old Church are located. Stoke Newington Church Street exhibits a higher-end retail offer and we explore this centre in further detail below. Notably there is a spill-over effect of cafes and restaurants from Stoke Newington Church Street onto the stretch of Stoke Newington High Street south of this area.

Diversity of uses, retailer representation and intentions to change representation (PPG Indicators A & E)

6.30 The mix of uses in the centre has changed significantly and the number of total units has increased since the Council’s survey of the centre in 2014, particularly in respect of A1 uses (+34%) and also, though to a lesser extent, A3 café/restaurant uses (+19%). As can be seen from the table below 14% of units in the centre are occupied by cafes and restaurants; this is partly likely to be reflective of the UKs growing ‘café culture’, but also that Stoke Newington is developing its own identity as a café/restaurant hub. 60.0% of the primary shopping frontage in the centre is given over to class A1 retail use, the highest proportion of any of the major/district town centres in the Borough, and 51.3% of the secondary frontage is also occupied by class A1 retail, and it is apparent from our visits to the centre that centre’s retail offer makes an important contribution to its overall vitality and viability. Confirming the role of café/restaurant uses in the wider offer of the centre, 14.8% of uses in the secondary frontage in the centre is given over to class A3 uses, which is a similar proportion to Dalston but in excess of that of Hackney Central.

6.31 From the onsite health check the convenience offer of the town centre is reasonably strong with a Morrisons supermarket, on Stamford Hill, anchoring the northern portion of Stoke Newington town centre (not in the primary shopping frontage), Sainsbury’s Local and Tesco Express in the south portion of the town centre, Iceland and a number
of local and independent grocery shops supplementing these large retailers. In terms of the comparison shopping offer, this mainly comprises of discount and mobile phone shops and a very limited number of clothing shops. There are few national multiple comparison goods retailers in the centre.

6.32 One of Stoke Newington’s strengths is its good offer of cafes and restaurants, as we have indicated above. The centre offers a range of international cuisine, lunchtime eating destinations and high end deli’s (mainly in Stoke Newington Church Street). Since the health check of 2014 the town centre has seen the introduction of establishments including Gallo Nero II deli, Chumley’s Café, Stokey Beans, Loaded Gourmet Burgers, and Pequeno to name a few. It appears that the late night evening leisure offer is also growing (+4% since the previous health check) with the opening of venues such as The Waiting Room. The Stokey Records Bar is another venue on Stoke Newington Church Street which boosts the evening economy of the area in addition to several other pubs and drinking establishments.

Table 6.3: Diversity of uses in Stoke Newington district town centre, January 2017

<table>
<thead>
<tr>
<th>Use Class</th>
<th>Number of Units</th>
<th>% of Total</th>
<th>2017 Net Percentage Change +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>149</td>
<td>47%</td>
<td>34%</td>
</tr>
<tr>
<td>A2</td>
<td>31</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>A3</td>
<td>46</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>A4</td>
<td>9</td>
<td>3%</td>
<td>-1%</td>
</tr>
<tr>
<td>A5</td>
<td>16</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>B1</td>
<td>1</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>D1</td>
<td>10</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>D2</td>
<td>1</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Sui-Generis</td>
<td>13</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Vacant</td>
<td>11</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>Under Refurbishment</td>
<td>0</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Unknown</td>
<td>12</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>C3</td>
<td>21</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>320</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: GVA update of LB Hackney monitoring data

6.33 With regards to operator demand, Table 6.4 demonstrates that there is a good level of operator demand for national retailers for representation in Stoke Newington, including a number of higher quality operators. While we consider that a number of these retailers will be focusing on locating within Stoke Newington Church Street this still indicates a positive sign for the area as a whole. The interest from numerous A3 operators further confirms Stoke Newington's growing popularity as an eating and drinking destination.
Table 6.4: Summary of published operator requirements for Stoke Newington, 2017

<table>
<thead>
<tr>
<th>Operator</th>
<th>Retail sector</th>
<th>Floorspace requirement (sq. ft)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oliver Bonas</td>
<td>Comparison (non-food)</td>
<td>800 - 3,000</td>
</tr>
<tr>
<td>Busaba Eathai</td>
<td>Leisure Services</td>
<td>4,000 - 5,000</td>
</tr>
<tr>
<td>Caffe Nero Group Ltd</td>
<td>Leisure Services</td>
<td>900 - 2,000</td>
</tr>
<tr>
<td>Fara Enterprises Ltd</td>
<td>Comparison (non-food)</td>
<td>500 - 1,000</td>
</tr>
<tr>
<td>The Fragrance Shop</td>
<td>Comparison (non-food)</td>
<td>200 - 1,500</td>
</tr>
<tr>
<td>Scoop Wholefoods</td>
<td>Convenience (food)</td>
<td>1,000 - 1,500</td>
</tr>
<tr>
<td>Carluccio's</td>
<td>Leisure Services</td>
<td>3,000 - 4,000</td>
</tr>
<tr>
<td>Aldi Foodstore Ltd</td>
<td>Convenience (food)</td>
<td>4,500 - 15,500</td>
</tr>
<tr>
<td>Alma De Cuba</td>
<td>Leisure Services</td>
<td>6,000 - 10,000</td>
</tr>
<tr>
<td>Snap Fitness</td>
<td>Leisure Services</td>
<td>4,000 - 8,000</td>
</tr>
<tr>
<td>Hache Burger Connoisseurs</td>
<td>Leisure Services</td>
<td>1,200 - 2,000</td>
</tr>
<tr>
<td>Explore Learning, London</td>
<td>Services</td>
<td>1,200 - 2,500</td>
</tr>
</tbody>
</table>

Source: CoStar ShopProperty, January 2017

Proportions of vacant street level property (PPG Indicator B)

6.34 According to the data collected during the health check, approximately 3% of retail units in the centre are vacant, which equates to a very low vacancy rate when assessed the current UK average of 11.2% (Experian Goad, May 2017). There were no particular problem areas identified although it was noted that a few of the vacant units were located to the northern portion of Stoke Newington High Street.

Commercial yields and commercial rents (PPG Indicators C & F)

6.35 In reference to Figure 5.4 (shown in previous section), prime rental values in Stoke Newington have remained low compared with the other town centres in the Borough. In 2016 the rental value per sq. ft stood at just above £20 making it the town centre demanding the lowest rent levels in the borough (for which rental data is available). Figure 5.4 shows that over the last four years prime rental levels have remained stable, however.

Customers’ views and behaviours (PPG Indicator D)

6.36 The summary of responses from individuals who participated in the household telephone survey is as follows (note these responses include views and behaviours related to Stoke Newington Church Street):

Shopping and leisure patterns:

- **Stoke Newington** is the third most popular destination for shopping or leisure trips within the survey area with 21.4% of survey respondents stating that they visit the centre.

- **Main purpose of trip:** The main purpose for visiting Stoke Newington for individuals is to undertake ‘food shopping’ (65.5%), ‘non-food shopping’ (14.4%) and ‘daytime eating/ drinking’ (8.5%).

- **Linked trips:** On visiting the town centre some individuals will undertake linked trips of which the most popular are ‘non-food shopping’ (39.9%), ‘financial/ professional services’ (14.9%) and ‘daytime eating/ drinking’ (12.4%).

- **Likes:** When asked what they liked about the town centre top responses included ‘Close to home’ (30.5%), ‘good range of specialist/ independent stores’ (23.3%), ‘Attractive environment’ (20.2%) and ‘Friendly/ community atmosphere’ (10.4%).

- **Dislikes:** When asked what they disliked about the town centre top responses over half (55.6%) stated “Nothing” which is a positive sign for the centre. Other responses included ‘prices too high’ (5.0%) and ‘Lack of parking’ (4.2%).

- **Areas for improvement:** Individuals stated ‘No need to improve’ (22.9%), ‘More car parking’ (9.3%) and ‘More independent/ specialist shops’ (8.9%).

Evening economy patterns:

- 9.1% of survey respondents stated that they visit Stoke Newington during the evening, making it the second most popular destination to visit at this time of day in the survey area, after Dalston.
Of these individuals who visit Stoke Newington in the evening, 21.2% visit once a week, 20.6% visit once every two weeks and 17.4% visit once a month.

The main reasons for why survey participants visit include ‘Eating out’ (80.8%) and ‘Visiting pubs/ bars’ (32.3%), confirming that the centre has a particularly strong offer in respect of these uses.

**Pedestrian Flows (PPG Indicator G)**

6.37 From our visit to the centre, we observed footfall to be consistent but increased in the areas around Stoke Newington Church Street, in the vicinity of Morrisons supermarket and the stretch of Stoke Newington High Street by Hollar Road where there are a number of restaurants/ cafes located. Generally the northern portion of the town centre exhibits lower levels of footfall overall owing to the fact that physically this area of the town centre is quite far removed from the core offer of shops and services. Overall however the number of people observed during the health check was suggestive of a bustling and healthy town centre.

**Accessibility (PPG Indicator H)**

6.38 The centre is very accessible via Stoke Newington Overground station which is located within the town centre. Services from this station run to and from Liverpool Street, Enfield Town and Cheshunt. Bus services run the length of Stoke Newington High Street and Stoke Newington Church Street, including the high-frequency 73 route to Central London via Newington Green and Angel.

**Perception of safety and state of the town centre environment (PPG Indicators I & J)**

6.39 The environmental quality is pleasant, due to the quality of the retail offer, clean streets, presence of on street policing and busy and bustling feel to the town centre. Shop fronts were well maintained overall across the centre with perhaps only a small handful of shops requiring investment and upkeep to the north of the town centre and in proximity to the Overground station. The environmental quality of both Stoke Newington and Stoke Newington Church Street are good however it is noticeable that Stoke Newington Church Street offers a marginally better physical environment due to its location away from a main road (A10) and proximity to the open space of Clissold Park.

**Stoke Newington Church Street Local Shopping Centre**

6.40 Stoke Newington Church Street is positioned to the west of Stoke Newington High Street District town centre. The centre is performing a strong comparison goods and commercial leisure function offering a number of independent shops selling clothes, books and cards/ gifts and a choice of good quality bars/ pubs and cafes/ restaurants including Nando’s. There is also a good provision of convenience goods shops including a branch of Whole Foods supermarket, one of only a handful across London.

6.41 The centre also offers a wide range of independent/ specialist shops including an Oddbins wine shop, a butcher, a florist, a pharmacy, a dry cleaner and a record shop exhibiting a wide range of shops. There has been a very slight rise (4% of total units) in vacancies (as shown in Table 6.5), however this continues to represent a low vacancy rate.
Table 6.5: Diversity of uses in Stoke Newington Church Street local shopping centre, January 2017

<table>
<thead>
<tr>
<th>Use Class</th>
<th>Number of Units</th>
<th>% of Total</th>
<th>2017 Net Percentage Change +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>40</td>
<td>39</td>
<td>-1%</td>
</tr>
<tr>
<td>A2</td>
<td>1</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>A3</td>
<td>17</td>
<td>17</td>
<td>0%</td>
</tr>
<tr>
<td>A4</td>
<td>6</td>
<td>6</td>
<td>0%</td>
</tr>
<tr>
<td>A5</td>
<td>2</td>
<td>2</td>
<td>0%</td>
</tr>
<tr>
<td>B1</td>
<td>3</td>
<td>3</td>
<td>0%</td>
</tr>
<tr>
<td>D1</td>
<td>2</td>
<td>2</td>
<td>0%</td>
</tr>
<tr>
<td>D2</td>
<td>1</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Sui-Generis</td>
<td>1</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Vacant</td>
<td>4</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>Under Refurbishment</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Unknown</td>
<td>7</td>
<td>7</td>
<td>-3%</td>
</tr>
<tr>
<td>C3</td>
<td>19</td>
<td>18</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>103</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: GVA update of LB Hackney monitoring data

The nearest public transport is Stoke Newington Overground station (approximately 400m away) and buses also run the length of Stoke Newington Church Street. The environmental quality as previously stated above is very pleasant, clean and quiet due to the proximity of surrounding residential properties. The shop fronts appeared to be attractive and in very good condition. Through redevelopment of the land at Wilmer Place just north of Stoke Newington Church Street, the wider area could be improved and introduction of further retail could boost the offer of the local shopping centre.

Summary of vitality and viability of Stoke Newington (District and Local Shopping Centres)

- When considering both Stoke Newington and Stoke Newington Church Street together as a whole they are collectively showing a strong performance in line with the PPG indicators for a healthy town centre. Arguably Stoke Newington Church Street is exhibiting stronger signs of a higher quality retail offer however Stoke Newington has improved its offer in recent years of high quality daytime eating and drinking establishments.

- Stoke Newington Church Street has a strong comparison offer principally comprising of specialist independent/boutique shops. The centre also benefits from a specialist convenience offer including delis and small independent food stores as well as a branch of Whole Foods supermarket. Stoke Newington offers a reasonable comparison and convenience offer with a sizeable Morrisons store located to the north of the core retail offer.

- The household survey results have indicated that evening leisure activities and eating/drinking is popular with individuals living in the survey zone. This result is consistent with the significant proportion of town centre units comprising of A3 restaurant/cafe uses. This role and function of the centre appears to have consolidated and strengthened in recent years.

- Consideration needs to be given to whether the two town centres which fall under different retail functions in the LB Hackney retail hierarchy could function in harmony as one town centre. Both centres exhibit quite different characters and retail offers, although some spill-over of higher end cafes/restaurants are noticeable on Stoke Newington High Street, clearly an influence of the proximity to Stoke Newington Church Street.

- There is a small opportunity site in the centre which could be used to accommodate additional town centre uses of an appropriate scale, namely the Wilmer Industrial Estate opportunity site (see section 2). This under-utilised site could provide the opportunity to improve connectivity and link the main shopping street with the specialist offer on Stoke Newington Church Street, but the site does not benefit from particularly strong visibility from the existing retail area.
Finsbury Park District Town Centre

6.43 Finsbury Park district town centre falls within the jurisdiction of LB Hackney, LB Islington and LB Haringey. GVA has updated the monitoring data which applies to the area which falls within LB Hackney accordingly, however we have provided a qualitative assessment and overview of how the centre is performing generally as a whole across all these local authority areas. To aid with this assessment, reference has been made to Experian Goad (July 2015) to ascertain the types of existing retail operators and vacancy levels, as this data covers the centre in its entirety.

Convenience retail in Finsbury Park district town

6.44 Finsbury Park district town centre has a rich cultural history, originally built around Victorian terraces and the park. The town centre has an urban fabric which focuses around the roads and railway lines of the transport interchange at Finsbury Park Station, giving the centre a somewhat disjointed feel and lack of connectivity between the shops for pedestrians. Finsbury Park town centre is positioned approximately 1km north of the Emirates football stadium, the third largest football stadium in England. Improvement of pedestrian walking and cycling connections is a previously identified objective under the Finsbury Park Town Centre Supplementary Planning Document (SPD) (June 2014) and an opportunity remains to increase connectivity to the Stadium to encourage increased footfall and subsequently spending within the town centre.

6.45 In and around Finsbury Park district town centre there are signs of development and change. The consented City North development is a major scheme set to deliver 355 residential units and a mix of uses including office and restaurant/café floorspace, a gym and improvements to the transport interchange. The development is currently under construction. The scheme is to be built around the station and will also see the creation of a new western station entrance, to improve the existing one which at present feels tucked away on Wells Terrace, which is expected to open in 2019.

6.46 Elsewhere in the centre, it was noted that the land at 240 Seven Sisters Road has been cleared and hoarding has been erected. There appears to be no existing planning permission for comprehensive redevelopment for this site. Whilst this is not an identified opportunity site in LB Hackney’s SALP 2016, this site could possibly accommodate ground floor retail uses to create an active frontage on the corner of Isledon and Seven Sisters Road.

Diversity of uses, retailer representation and intentions to change representation (PPG Indicators A & E)

6.47 For our assessment of diversity of uses in Finsbury Park, we utilise data provided by Experian Goad (dated July 2015). This is because, as noted above, Finsbury Park falls across three different local authority areas, and LB Hackney’s monitoring data covers just the part of the centre that falls within its jurisdiction. In order to get an accurate understanding of the overall performance of the centre, it is necessary to consider how the centre functions as a whole.

6.48 The Experian Goad report identifies Finsbury Park as providing a good comparison offer in line with the UK national average (+1.17%), particularly in respect of the number of independent clothes shops it offers (just under 40% of total number of comparison units), which are mainly located along Fonthill Road to the west of the town centre. The centre’s convenience offer is performing in line with the UK national average (+1.57%), anchored by a Lidl supermarket and Tesco Express on Seven Sisters Road and a Sainsbury’s Local store on Blackstock Road. Other multiple operators who are present in the centre include Costa, Starbucks, Subway, KFC, Nando’s and Greggs.
Retail services perform less well in terms of number of units (-4.36% below the UK national average), according to Goad, however there are a number of banks, including Barclays, Santander and HSBC. A significant presence from takeaway shops brings down the quality of the town centre, indeed the high percentage is somewhat concerning. The percentage proportion of A5 units out of the total unit count is 9.74% (+4.03% above the UK national average).

While overall the centre is offering a good selection of retail shops and services to meet local needs the high proportion of takeaway shops is dominating the character of the town centre, particularly east of Finsbury Park station, and suggestive of a town centre struggling to attract in good quality shops and services. The portion of Finsbury Park which falls within Hackney Council’s jurisdiction, from a qualitative perspective is generally offering a low quality and limited retail offer. The area of Finsbury Park centred around Stroud Green Road (which falls within LB Haringey) appears to be faring more strongly, acting as hub of restaurants, cafes (some selling organic produce) and bars in addition to a Tesco Metro and another Sainsbury’s Local. The Park theatre located on Clifton Terrace also offers a ground level café.

As noted above, the Council only collect monitoring data for the part of the centre which falls within their authority area, which does not enable a full picture of the diversity of uses in the centre to be obtained. All of the frontage which falls within the LBH-defined part of the centre is defined as secondary frontage; the majority (56.1%) of this falls within class A1 use.

There is no published information on operator demand available for Finsbury Park.

Proportions of vacant street level property (PPG Indicator B)

Whilst the vacancy rate has remained constant in the portion of Finsbury Park in LB Hackney, across the rest of the centre approximately five retail units have become vacant since the previous Experian Goad Survey in 2015, one of which was undergoing refurbishment. The low percentage (2.5% of total units) of vacant units are spread throughout the centre therefore there are no particular deemed problem areas when considering vacant units. The vacancy rate is comfortably below the current UK average of 11.2% (Experian Goad, May 2017).

Commercial yields and commercial rents (PPG Indicators C & F)

With reference to Figure 5.4 the data suggests that overall rent levels have gradually increased between 2012 and 2016. This is suggestive of an increasing demand for units in the area and is consistent with the arrival of the likes of Starbucks in recent years although as noted above when considering the centre as a whole, the quality of the retail offer is poor. As of 2016 rental levels sit just above £30 per sq. ft. CoStar does not provide a historic breakdown of the yield data for Finsbury Park.

Customers’ views and behaviour (PPG Indicator D)

Finsbury Park was the least popular shopping and leisure destination (6.6%) in the borough, which is likely to be reflective of the district town centre’s location on the north western edge of the survey zone. The centre would attract further market share from beyond the survey area as well as users of the public transport interchange. The household survey identifies the following trends in terms of respondents’ usage of the centre:

- **Main purpose of trip:** The top responses for visiting Finsbury Park, according to survey results include: ‘Food shopping’ (54.9%), ‘Financial/professional services’ (19.8%) and ‘Non-food shopping’ (6.4%).

- **Linked trips:** In terms of linked trips 40.6% of individuals stated they did not go for any other reason than what they were intentionally visiting the centre for, however 21.4% said they would also undertake ‘Non-food shopping’, 19.0% stated they would visit ‘cafes, restaurants and bars’ and 13.3% said they would carry out ‘food shopping’.

- **Likes:** When asked what they liked about Finsbury Park top responses included: ‘Close to home’ (33.5%), ‘Good range of specialist/independent stores’ (15.0%) and ‘Good bus service/accessible public transport’ (8.1%).

- **Dislikes:** When asked what they disliked about Finsbury Park, a fairly low percentage (23.4%) of survey participants responded with ‘nothing’ however one fifth of respondents identified the town centre as being dirty and suffering from pollution (21.2%), whilst others stated that the town centre was too busy, crowded and noisy (21.2%) and others cited traffic congestion (14.9%) as a problem.

- **Areas for improvement:** In response to being asked whether any improvements could be made to the town centre a low percentage of 16.8% stated ‘No need to improve’, 18.4% said ‘Improve appearance/environment’, 14.5% mentioned ‘Better maintenance/cleanliness’ and 9.6% said the centre would benefit from a ‘Better choice of shops’.

---

53 | London Borough of Hackney Retail and Town Centre Study 2017 | Final Report | gva.co.uk
- **Evening economy**: Finsbury Park did not attract significant market share as an ‘evening economy’ destination, which is likely to again be reflective of both its location on the edge of the survey area, but also a relative dearth of evening bar/leisure uses in the centre — although the presence of Rowans bowling alley does enhance the offer of the centre in this respect.

6.56 The views of the customers indicates that the town centre most definitely has areas for improvement particularly in respect of an improvement to the physical quality of the environment. The results also suggest visitors would like to see a better range of shops, consistent with our findings from the onsite health check of the town centre.

**Pedestrian Flows (PPG Indicator G)**

6.57 The highest amount of footfall was experienced in and around the station — higher profile food and drink retail operators such as Starbucks, Costa Coffee and Subway have located their premises in close proximity to benefit from this footfall and to catch individuals commuting to and from the town centre. Footfall also appeared to be fairly consistent on the stretch of Seven Sisters Road in close proximity to the Lidl store and at the northern stretch of Road on Blackstock Road. The centre appeared to be fairly busy at the time of our visit (weekday, lunchtime).

**Accessibility (PPG Indicator H)**

6.58 One of Finsbury Park’s key strengths (and indeed opportunities) is its public transport connectivity — the centre is a major interchange between London Underground and national rail routes, and is also a public transport terminus. Overground services run regularly to and from Gospel Oak and Seven Sisters, while Great Northern services run to and from London Kings Cross, Moorgate, Hertford North, Cambridge, Letchworth Garden City and Peterborough. The Underground Station is on the Piccadilly and Victoria lines. A number of bus services run along Seven Sisters Road including services 29, 253, 254 and 259 towards Hackney, Central London, and areas of Greater London including Wood Green and Lower Edmonton.

**Perception of safety & town centre environmental quality (PPG Indicators I & J)**

6.59 Generally the area felt safe due to the consistent pedestrian footfall and busy nature of the town centre particularly in and around the area in proximity to Finsbury Park station. The appearance and quality of the town centre appeared to be reasonable however the quality is somewhat lowered due to a lack of a quality public realm and public open space within the town centre. The close proximity of Finsbury Park is an asset which makes for a pleasant addition to the stretch of Seven Sisters Road to the east of the town centre.

6.60 On arrival to the town centre pedestrians are required to navigate past the bus interchange which fronts onto the station entrance, beyond which there is no clear route to the various segregated portions of the town centre. Whilst Rowans Bowling Alley is an important commercial leisure asset for the town centre, the facility is dated and exhibits a somewhat tired appearance and is a relatively noticeable part of the townscape on exiting Finsbury Park station. Overall the area around the station is not attractive, suffers from traffic congestion and can be considered in need of investment.

6.61 It would be beneficial if the improvements to the western entrance to the station (which are currently under construction) could be mirrored on the eastern side so that the whole urban realm in and around the station can be renewed and revitalised to create a more positive experience for visitors and local shoppers utilising the centre.

**Summary of vitality and viability of Finsbury Park district town centre**

- Finsbury Park offers a fair range of retail shops, restaurants and services, which is generally low in quality overall. The offer of non-food retail shops could be more diverse and of a higher quality and whilst the overall offer of cafes and restaurants is good, again the quality could be improved.

- The underwhelming appearance of the area around Finsbury Park Station is perhaps hindering the town centre’s ability to display a positive first impression on arrival to the town centre.

- The City North Development is expected to inject a significant amount of investment and life around Finsbury Park Station which presently is in need of regeneration to create a more pedestrian friendly environment. Further Investment could be directed towards improving the public realm on the east side of the station to make the environment safer and more pleasant.

- In qualitative terms the comparison and convenience offer of the town centre appears to be performing reasonably well. It remains important to continue to encourage the growth and vitality of the existing retail offer
which exhibits a significant proportion of independent retail shops. There is currently a fairly significant proportion of takeaway shops dominating the area around the station and in nearby streets which currently does not promote a healthy image or good first impression for the town centre.

- The northern portion of the centre which falls between LB Haringey and LB Islington appears to be performing fairly well through provision of its range of cafes, restaurants and bars many of which offer organic or international cuisine however survey results suggest that the town centre is not popular as an evening leisure destination, although as previously stated the survey results are perhaps being affected by the geographical location of Finsbury Park relative to the survey area zone boundary. From GVA’s survey the town centre predominantly appears to be serving local needs and commuters as opposed to encouraging individuals from further afield.
7 Assessment of Hackney’s Local Shopping Centres

In this section, we present a high-level review of the role and function of the network of Local Shopping Centres (LSCs) across the Borough. As we have set out previously, there is an established network of LSCs across the Borough, many of which sit in close proximity to a nearby higher-order district or town centre. The Council is also considering allocating three further shopping parades at Green Lanes, Dunsmure Road and Oldhill Street as LSCs, and we consider these separately in Section 8.

7.1 The local shopping centres are shown in the plan at Figure 5.1, but for ease of reference we provide a summary in Table 7.1, before providing a headline summary of each centre’s vitality and viability.

Table 7.1: Summary of LB Hackney Local Shopping Centres

<table>
<thead>
<tr>
<th>Local Shopping Centre</th>
<th>Number of units</th>
<th>Vacancy rate (%)</th>
<th>Nearest town centre/district town centre</th>
<th>Distance to nearest town centre/district town centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadway Market</td>
<td>67</td>
<td>1%</td>
<td>Hackney Central</td>
<td>1.0km</td>
</tr>
<tr>
<td>Chatsworth Road</td>
<td>83</td>
<td>2%</td>
<td>Hackney Central</td>
<td>0.5km</td>
</tr>
<tr>
<td>Hoxton Street</td>
<td>117</td>
<td>4%</td>
<td>Dalston</td>
<td>1.4km</td>
</tr>
<tr>
<td>Kingsland Road (Waste Market)</td>
<td>77</td>
<td>13%</td>
<td>Dalston</td>
<td>0km (adjoining)</td>
</tr>
<tr>
<td>Lauriston Road</td>
<td>56</td>
<td>2%</td>
<td>Hackney Central</td>
<td>1.0km</td>
</tr>
<tr>
<td>Lower Clapton Road</td>
<td>41</td>
<td>10%</td>
<td>Hackney Central</td>
<td>0.5km</td>
</tr>
<tr>
<td>Manor House</td>
<td>20</td>
<td>5%</td>
<td>Finsbury Park</td>
<td>1.2km</td>
</tr>
<tr>
<td>Shacklewell Lane</td>
<td>30</td>
<td>13%</td>
<td>Dalston</td>
<td>0.4km</td>
</tr>
<tr>
<td>Stamford Hill</td>
<td>120</td>
<td>3%</td>
<td>Stoke Newington High Street</td>
<td>0.6km</td>
</tr>
<tr>
<td>Stoke Newington Road</td>
<td>41</td>
<td>5%</td>
<td>Stoke Newington High Street</td>
<td>0km (adjoining)</td>
</tr>
<tr>
<td>Upper Clapton Road</td>
<td>62</td>
<td>5%</td>
<td>Stoke Newington</td>
<td>0.9km</td>
</tr>
<tr>
<td>Well Street</td>
<td>69</td>
<td>9%</td>
<td>Hackney Central</td>
<td>0.45km</td>
</tr>
<tr>
<td>Wick Road</td>
<td>17</td>
<td>0%</td>
<td>Hackney Central</td>
<td>1.15km</td>
</tr>
</tbody>
</table>

(UK average vacancy rate, May 2017) - (11.2%) - -

Source: GVA site visits and desktop research. UK average vacancy rate sourced from Experian Goad.

Broadway Market LSC

7.2 Broadway Market is a popular local shopping centre — almost one-third of all respondents to the household survey stated that they visit the centre. This means the centre is likely to have a catchment area extending beyond its immediate local catchment. The key draw for the centre is its very strong ‘café culture’ and offer of restaurants’ bars which encourages people to visit both during the day and into the evening. The local shopping centre is also performing a strong specialist convenience shopping function, supplemented by the Saturday street market offering 135 on-street stalls selling a range of fresh produce, artisan foods, vintage clothing, accessories, niche retail goods and homewares.
7.3 Retail shops in Broadway Market are of a high quality and the retail offer includes a number of convenience food shops including a Londis and a specialist grocers. There are also two book shops, a children’s toy store, three clothing shops, a post office, and a hairdresser. Since the 2014 survey, there has been a percentage increase in A3 uses and a small increase in A4 uses. In terms of nearby supermarkets, there is a Tesco Express approximately 500m south of the local shopping centre, on Hackney Road.

7.4 Broadway Market’s Saturday street market is a very successful and popular market and the household survey results indicate that many people are drawn to the local shopping centre for its food and non-food shopping offer. The Saturday market has a unique role and appeal across wider London offering a wide selection of convenience and comparison shopping goods from independent traders and companies. Broadway Saturday Market contributes to the wider network of markets operating in the East of London including Netil Market which also trades on Saturdays and is situated on Westgate Street within walking distance of Broadway Market.

7.5 The household survey responses identified the following views from those respondents who use the centre:

- **Main purpose of trip:** People in the survey area are visiting Broadway Market for ‘food shopping’ (47.7%), followed by ‘daytime eating/ drinking’ (17.8%), followed by Non-food shopping (12.9%). These results suggest the centre is moving towards becoming an eating/ drinking destination.

- **Areas for improvement:** The large majority of people (59.0%) do not think there needs to be any improvement and accordingly there appears to be a good level of satisfaction amongst users of the centre.

- **Services which are missing:** Survey respondents stated that there is a lack of ‘banks/ building societies’ (5.2%) and ‘ATMS’ (4.5%). These are low percentage figures however, suggestive of a local shopping centre which is meeting expectations of shoppers in terms of provision of services.

7.6 London Fields Overground station is approximately 460m away and Cambridge Heath Overground station approximately 590m away. The environmental quality is very good and clean and the street is characterised by on-street seating spilling out from the cafes/ restaurants which creates a vibrant and pleasant atmosphere. Broadway Market sits on the edge of the wider setting of London Fields and the Regent’s Canal which contributes to the attractive nature of the centre’s environment.

**Chatsworth Road LSC**

7.7 Located in the east of the Borough, Chatsworth Road is a popular and distinctive shopping high street which runs between Homerton and Lower Clapton. The local shopping centre is fairly large (83 units) and according to the household survey results 13.3% of survey respondents (mainly locals in zones 5 and 6) are visiting Chatsworth Road, making it the seventh most popular local shopping centre in the borough.
Chatsworth Road provides a wide variety of retail shops, cafes and services, of which the majority are independent/specialist retail operators, and also offers the Chatsworth Road Sunday market which is open from 11am until 4pm each week and has approximately 200 stalls selling fresh produce and specialist food items. It appears the re-opening of the market in 2010/2011 has helped to consolidate the community in the area and has kick started a number of community initiatives and food/ activity based festivals such as the ‘Chatsfest’ annual street party.

Since the Council’s health check of 2014 there has been a significant amount of change and a number of new operators have commenced trading. It is noticeable that a fair proportion of these have been specialist independent shops (clothing/ furnishing/ antiques) (+7%) and estate agents (+4%). The well-established café culture and presence of cafes and coffee shops has remained steady and vacancy levels have dropped quite significantly (-7%) which is a positive sign and suggests there is demand for units in the local shopping centre.

Investment in the wider area includes the family run SPAR, Hackney (Eat 17) food store/burger bar and The Castle Cinema, an independent community cinema. Both of these facilities are located on Brooksby’s Walk approximately 100m from Chatsworth Road local shopping centre and represent the diverse type of retail offer in this area of the Borough.

The household survey responses identified the following views from those respondents who use the centre:

- Main purpose of trip: Top responses include ‘Food shopping’ (63.5%), ‘Non-food shopping’ (13.5%) and ‘Visiting the market’ (10.3%). From our health check assessment we understand individuals to be undertaking their shopping mainly in the local grocery shops, butcher, baker etc.

- Areas for improvement: Survey respondents stated ‘No need to improve’ (44.1%) which is suggestive of a good level of satisfaction and only a small number of individuals suggested more ‘independent/ specialist shops’ (10.8%).

- Services which are missing: the majority of individual’s said ‘None’ (43.2%) which is a positive result. While 14.2% stated ‘Post Office’, the nearest Post Office is the Homerton High Street Post Office located approximately 440m to the south of the centre.

While the survey results suggest that people living in the wards of Hackney Downs, Lea Bridge, Hackney Wick and King’s Park are those who typically visit the centre, and presumably on foot, Chatsworth Road is readily accessible via Homerton Overground/ Hackney Central rail station (approximately 570m southwards) and the number 38 bus service running to and from Lower Clapton, the 242 bus and a number of others which run down Chatsworth Road.

Chatsworth Road was relatively busy at the time of the health check and from observation most people appeared to be there to visit cafes, despite this not being reflected in the survey results. The environmental quality is very pleasant and there is a definite sense of a close knit community prompted by the high proportion of independent retailers.

Hoxton Street LSC

Hoxton Street is the southern-most policy-defined local shopping centre in the Borough, running along part of Hoxton Street, which links Hoxton Square in the south to Pitfield Street to the north. The street runs parallel to the much busier A10 Kingsland Road, and offers a diverse range of shops and services and is reasonably popular with 16.8% of survey
respondents stating that they visit the centre. The retail offer in Hoxton Street is supplemented by an on-street market (Mon-Sat) which sells clothing, food and household goods.

7.15 Hoxton Street offers a good convenience offer and there is also a number of cafés, restaurants and bars located here, possibly a spill-over effect of the established commercial leisure offer of nearby Shoreditch. However most of the retail offer of the centre is orientated towards the discount/value end of the market, reflected in the two ‘anchor’ stores of the centre, Iceland and Poundland. The presence of restaurant establishments such as 100 Hoxton and The Bach cafe lift the quality of the retail offer. Hoxton Street benefits from the presence of Hoxton Hall (performance hall/arts venue) and a number of creative spaces and studios, which can again be considered reflective of the centre’s proximity to Shoreditch. The vacancy rate in the centre is low — we observed just five vacant units at the time of our visit in January 2017.

7.16 As we have seen with the majority of other local shopping centres, the main reason that people are visiting the local shopping centres is for food shopping (75.7% of respondents to the survey who visit the centre visit for this reason). The role of the Iceland store as the sole supermarket serving the Hoxton / north Shoreditch area is likely to be significant in this respect, as well as the aforementioned street market. 16.6% of respondents stated that they considered the centre would benefit from a greater range of shops. 14.1% considered there to be scope for improvement of the street market, and 16.2% stated that the centre would benefit from the addition of a bank/building society.

7.17 Hoxton Street is very accessible given its central location and proximity to Hoxton Overground Station, which is about five minutes’ walk to the east of the centre (but does not form part of the centre itself). The 394 bus passes through the centre via Crondall Street / Falkirk Street, linking the centre to Dalston, Homerton Hospital and Angel. As previously stated with most of the local shopping centres, the catchment will be locals and workers in the area. The environment is characteristic of built up inner city London and the creative industry which is accommodated in this area of the Borough. While some of the shop fronts would benefit from investment and maintenance, the overall feel and quality of the environment was reasonably good at the time of the health checks and the street market assists in adding vibrancy to the centre.

Kingsland Road (Waste Market) LSC

7.18 Kingsland Road Local Shopping Centre extends directly south from Dalston Major Town Centre and is the second most popular Local Shopping Centre to visit as indicated by 23.2% of survey participants — although many of these visitors could also be visiting Dalston town centre. The market runs south along Kingsland Road towards Haggerston. It takes its name from the Saturday ‘Waste’ market which began trading in the centre in the 1970s, selling spare parts and tools, and expanding into bric-a-brac, furniture, and second-hand books and vinyl. The market which currently trades in the centre is arguably not the draw it once was — but continues to trade on Saturday mornings between Kingsland Road’s junctions with Middleton Road and Richmond Road.
7.19 Shops contributing to the functioning of a local shopping centre are present including a butcher, multiple hairdressers, post office, a print shop, a pharmacy and a clothing shop.

7.20 The gentrification which has taken place in Dalston in recent years appears to have extended southwards to the centre. Since the Council’s previous audit of the centre in 2014, the number of A3 units has risen by a small percentage (2%). Molly Bakes, The Workers’ Café and Three Sheets Coffee and Liquor Bar represent examples of new independent operators which have commenced trading in the centre, helping to boost the vitality and vibrancy of the area. Interspersed with these are other more day-to-day shops and facilities such newsagents, grocers, butcher, post office, pharmacy, several hairdressers, and so on. While there is a good range of operators owing to the relatively large size of the centre (there are 77 units in the centre), the presence of takeaway shops and relatively high vacant units (or units that were closed during daytime trading hours) somewhat lowers the quality of the centre.

7.21 The household survey responses identified that individuals are mainly visiting the centre for food shopping (71.9%), reflecting the fact that there are number of independent food shops located in the centre (although there is no supermarket). Respondents who use the centre generally appear to be satisfied, although 6.7% of respondents who use the centre identified that cleanliness could be improved. 5.7% of respondents stated that the centre would benefit from the introduction of a supermarket — although there are small Co-Op and Tesco Express stores a short distance to the north and south of the centre respectively, plus the larger Sainsbury’s and Iceland stores in Dalston, and therefore would not consider this to be a pressing qualitative gap.

7.22 Kingsland Road is within walking distance of Dalston major centre and Dalston Junction Overground station to the north (approximately 200m away) in addition to Haggerston Overground station to the south (approximately 220m away). Most individuals will be likely to walk to the centre, as the survey results suggest that most people who visit the local shopping centre are local to the area. The environmental quality is considered to be reasonable in the context of the centre’s location parallel to the busy Kingsland Road.

Lauriston Road LSC

7.23 Lauriston Road is located to the north of Victoria Park and appears to be performing well. It primarily performs a food shopping function for local people and is also popular for daytime eating and drinking. A modest number of survey respondents (8.9%) state that they visit this centre.

7.24 The centre comprises of two stretches of shops and other retail uses on either side of Lauriston Road and on Victoria Park Road characterised by its offering of high quality convenience and non-convenience goods, restaurants’ cafés and retail services. There are approximately 44 retail operators including Gail’s Bakery, Londis, a butcher, two pubs, specialist independent shops (i.e. jewellery shop), a fishmonger, an estate agent, clothing shops (including childrenswear), a toy shop, a bookshop, a florist and there is also an art gallery. The relatively strong presence of high quality clothing and comparison goods shops, as detailed above, are suggestive of a local shopping centre performing above its retail hierarchy function.

7.25 The household survey responses identified that the centre has a strong food shopping function, with two-thirds of respondents stating they visit the centre for food shopping. However it is clear that the non-food shopping offer of the centre is also strong.
London Fields Overground station is located approximately 900m away and buses run along Lauriston Road and Victoria Park Road. The centre will be serving mainly a local catchment therefore we would expect most individuals will access the centre by walking. The environmental quality is very pleasant, particularly due to the proximity of Victoria Park, and the area is clean.

Lower Clapton Road LSC

The retail offer of Lower Clapton Road local shopping centre is arranged along the A107 and there is a good range of shops, retail services and cafes. The local shopping centre is positioned circa 700m south of Upper Clapton Road local shopping centre (discussed separately below) and circa 500m north of Hackney Central district town centre. According to the household survey results, 4.5% of individuals in the survey area visit Lower Clapton Road, predominantly from the local area (zone 6).

Survey responses suggest food shopping is the main reason for visiting the centre, and the offer of the centre includes independent supermarkets such as the Fairdeal Food Store (pictured above), although the overall offer of the centre is at 40 units, relatively limited. A Tesco Express store sits approximately 60 metres to the south of the centre, which is also likely to account for some convenience goods shopping trips. Whilst there is really no comparison offer the ‘Hub Velo’ bicycle shop positively adds to the offer of the local shopping centre. ‘Ten Ten café’ (Gourmet fast food), the ‘Social Club Café’ and ‘Organic & Natural’ café lifts the quality of the local shopping centre and together with the A3 provision in the Lower Clapton Road part of Hackney Central district town centre, establishes a growing café culture hub in the Clapton area, notwithstanding the fact that this was not particularly picked up in the household survey responses.

When asked what they would like to see improved in the centre, 10.0% of respondents stated a better choice of pubs/restaurants, and 7.9% said better maintenance / cleanliness. When asked whether they considered any services to be missing from the centre, 64.5% of respondents stated ‘none’, suggesting a good level of satisfaction amongst users of the centre.
7.30 The centre is accessible by bus however most journeys are likely to be made on foot given the limited nature of the shopping offer and the local shopping centre’s primary function to meet basic convenience needs of locals. The offer of the centre may be limited, however Hackney Central district town centre is located approximately 700m southwards and therefore easily accessible for locals to undertake more substantial shopping and services trips.

7.31 There appeared to be a consistent level of footfall up and down the street. The environmental quality was reasonable, however a number of the shop fronts could benefit from maintenance and investment particularly on Downs Road. Similarly to Upper Clapton Road, the shopping offer of the local shopping centre follows a linear arrangement along the A107 and therefore the environmental quality is lessened. Clapton Pond which is located on the eastern side of Lower Clapton Road does provide a small area of open space however.

7.32 There are further concentrations of retail activity to the north and south of the currently-defined centre boundary. To the north, there is a large public house (The Clapton Heart), restaurant, take-away and convenience store. These units are separated from the main centre by a block of flats and a place of worship, but the gap in frontage is not particularly significant. To the south, on the opposite side of the road from the existing local shopping centre, is the aforementioned branch of Tesco Express, plus an estate agent, branch of William Hill and a further convenience store, which also sells coffee and a range of organic produce. It is considered that, with appropriate investment in public realm, there may be scope for these areas to be incorporated within the centre.

Manor House LSC

7.33 Manor House local shopping centre is located on the boundary edge of London Borough of Haringey and centres round the crossroads of Seven Sisters Road (A503) and Green Lanes (A105). The household survey results suggest that the local shopping centre is not visited by a large proportion of survey respondents with only 6.8% saying the visit here, understandable given the limited size of the centre.

7.34 Manor House local shopping centre is a small which offers 20 retail units in total which comprise of small convenience food shops and takeaway shops. There is also a Ladbrokes, an estate agent, a bakery, a dry cleaner, a pharmacy, an optician, a hair salon, an off licence, local supermarket and furniture warehouse store. The centre is small however serving a function for local residents and those commuting to and from work via Manor House Underground Station, on the Piccadilly line. The presence of the Evergreen Express and Simply Organique shop and café on the corner of Green Lanes and Seven Sisters provides a higher quality of convenience goods and meeting place for local residents. The introduction of the Olive and Basil Pizzeria is a welcome addition to the restaurant offer in the local shopping centre.

7.35 The household survey responses identified that, in common with the majority of local shopping centres we have assessed, most respondents visited the centre for food shopping.

7.36 The environmental quality of the centre was reasonable at the time of the health check however the quality of the area suffers due to the crossroads. Other than Manor House Underground, the area is served by a number of bus routes running to Central London, Hackney, Stamford Hill, Northumberland Park, Tottenham, Edmonton, Wood Green, Haringey, Holloway and Camden. Overall, the area generally feels safe.

Shacklewell Lane LSC

7.37 Shacklewell Lane is a small centre with no clear focal point; rather it comprises of clusters of retail units spread along Shacklewell Lane, located just north east of Dalston major centre and south of Stoke Newington High Street district town centre. The centre comprises 30 units in total, and there is no single unit or operator that could be considered to ‘anchor’ the centre. The centre is surrounded by predominantly residential properties and offers a limited offer of retail
and services, although its close proximity to the aforementioned two higher-order centres means the relative limited range of uses in the centre is not a particular cause for concern. There has been a 18% decrease in the number of A1 units in the centre relative to the time of the Council’s previous audit in 2014 whilst there has been an increase in the number of vacant units in the centre.

7.38 The quality of shops is generally low however the presence of Floyds restaurant and Meksic & Mortimer Winehouse and 79 Shacklewell furniture shop lift the quality of the offer. There are also a couple of high quality operators adjacent to the defined centre boundary and yet not included within the boundary. These include Mouse & de Lotz café and Yoga on the Lane (yoga studio). Consideration needs to be given to whether these units could be included within the local shopping centre designation.

7.39 Two areas of concern in respect of the centre were identified in the household survey findings — 13.5% of respondents stated that the centre had problems associated with anti-social behaviour, and 11.8% of respondents stated the centre could be improved lighting in the centre. From our visits to the centre we would also consider there to be scope for the environmental quality of the centre to be enhanced.

Stamford Hill LSC

7.40 Stamford Hill Local Shopping Centre is positioned to the north of the borough boundary and has the largest number of units of all of the local shopping centres in the Borough, with 120 units. According to the household survey results Stamford Hill is the 5th most visited local shopping centre in Hackney in terms of number of respondents to the survey who state they visit the centre. The centre is focused around the crossroads of the A10 and A107, surrounded by mainly Victorian terraced properties. The area is home to the largest Hasidic Jewish Community in Europe and accordingly the centre offers a number of kosher shops and services run by members of the Jewish community.

7.41 There are a number of multiple operators which includes Boots, NatWest, Lloyds, Coral, Ladbrokes, William Hill and Paddy Power betting shops, Sainsbury’s and Asda. The presence of the two supermarkets, in addition to a number of small convenience stores, means Stamford Hill has a strong convenience goods offer. The size and the prominence of the Sainsbury’s store on the crossroads means this store can be considered to act as the ‘anchor’ store.

7.42 Overall the centre offers a good range of shops including a pharmacy, public house, bakery, butcher, optician, and a beautician to name a few. The shops in Stamford Hill are for the most part not of a high quality, whilst representation from betting shops and A5 uses lowers the quality of the centre.

7.43 The household survey responses found that 83.1% of respondents stated they were visiting the centre for food shopping, confirming the anchor role played by the Sainsbury’s and Asda stores. Respondents did not identify any particular gaps in provision in the centre, but 19.5% of respondents did identify that the centre would benefit from additional parking provision.

7.44 The environmental quality of Stamford Hill is reasonably poor due to the centre’s arrangement around the A10 and A107 and subsequent lack of public realm. Stamford Hill Overground is located approximately 300m west of the local shopping centre and a number of bus stops are located within the centre which connects the centre with Stoke Newington, Dalston and London Underground stations at Manor House and Seven Sisters. Further to this, it was noticed at the time of the health check that the centre did not feel especially safe and the arcade of shops at Clapton Common in particular exhibited signs of disrepair and in need of maintenance.
Stoke Newington Road (Shacklewell South) LSC

7.45 Stoke Newington Road extends to the south of Stoke Newington High Street district town centre and is a reasonably popular destination with survey participants with 14.6% of people shopping in this local shopping centre, possibly a reflection of its proximity to the nearby higher-order district town centre.

7.46 Individuals responding to the telephone survey stated ‘food shopping’ as the primary reason for visiting the local shopping centre. There is not a wide ranging offer of food shops present here and whilst visitors are likely to be using the butcher and local supermarket, it is possible survey respondents may have stated Shacklewell South when in reality they undertake most of their food shopping in nearby Stoke Newington. There is a good range of other shops and retail services however the overall quality of the retail offer is generally lower and in contrast with the retail offer within the defined area of Stoke Newington High Street. The centre provides shops and retail facilities essential to the functioning of a local shopping centre and there is also a gallery, print shop, and a small number of restaurants and bars.

7.47 The environmental quality appears to be functional with wide pavements for pedestrians. Some shop fronts could benefit from maintenance. The centre is accessible via nearby Dalston Junction/Kingsland station and buses running the length of Kingsland Road. The centre in performing in line with its role and function and essentially forms an extension to Stoke Newington district town centre.

Upper Clapton Road LSC

7.48 Upper Clapton local shopping centre is a small centre which offers a good mix of uses including a strong convenience goods offer anchored by a Tesco Express. A small percentage of survey respondents (8.0%) stated that they shop in Upper Clapton Road and the centre is generally functioning to meet the needs of local shoppers. There is a noticeable presence from good quality A3 café/ restaurants uses including establishments such as ‘Coffee Lovers’, ‘Sodo Pizza Cafe’ and ‘Mosaic Clapton’ which are helping to lift the quality of the centre. Positively, the centre has seen a reduction in the number of vacant units since the Council’s previous audit of the centre in 2014, and at the time of our visit there were just three vacant units in the centre.

7.49 The household survey responses identified that 84.0% of the respondents visiting the centre were doing so for food shopping, followed by non-food shopping (6.7%). When asked how the centre could be improved, 18.6% of
respondents stated the centre would benefit from a stronger environmental quality, and 11.6% stated a better choice of shops. A number of respondents also considered the food retail offer of the centre could be strengthened further.

7.50 As indicated by the household survey results, the environmental quality could be improved, however as with many of the other town centres the linear arrangement of shops either side of the main road makes achieving a pleasant environment difficult. The centre is easily accessible by public transport including Clapton Overground station, and Upper Clapton Road is also served by a number of buses.

**Well Street LSC**

7.51 Well Street is positioned just south west of Hackney Central district town centre. The survey results suggest that 18.3% of people in the survey area visit Well Street which is a high proportion for a local shopping centre. There is a good range of shops serving needs of locals; a Tesco Metro anchors the convenience goods offer of the centre and the household survey results confirm this to be a popular and well-used food shopping facility. The centre offers daytime eating/drinking such as the popular Well Street Kitchen café, whilst the presence of Machine No.3 cocktail and music bar creates a ‘buzz’ in the evening. The centre also hosts the Well Street Market, a historic street market selling a diverse range of produce.

7.52 The retail offer follows a linear arrangement along either side of Well Street. There are around 60 retail operators and alongside Tesco, shops include local convenience stores, discount and DIY shops, hair dresser, an optician, a butcher, a dental surgery, a dry cleaner, an estate agent, a cocktail and music bar, three cafes, a florist, a pharmacy, two clothing shops, a Percy Ingles bakery and a Coral betting shop. Since the previous health check (2014), the mix of uses has remained steady, whilst the introduction of Well Street Pizza and Machine No. 9 has created eating and drinking anchor establishments drawing in more people from the surrounding locality.

7.53 The household survey responses identified that 81.8% of respondents visit the centre for food shopping, reflecting the important anchor role Tesco Metro as well as the street market play in the vitality of the centre. 33.4% of survey participants do not think there is a need for improvement in the local shopping centre while 18.1% stated a need for a ‘better choice of shops’ and 14.8% said a ‘better market’ was needed.

7.54 London Fields Overground station is located approximately 630m away and buses run along the western portion of Well Street and Casland Road to the south of the centre. The environmental quality appears reasonable however some shop frontages could benefit from investment. Vacancy levels represent a fair portion of overall retail units and vacant units appear to be spread throughout the centre as opposed to clustered in one particular area.

**Wick Road LSC**

7.55 Wick Road local shopping centre is small local shopping centre of 17 units. Retail units are generally of a lower quality and include a sandwich bar, a dry cleaner, a small convenience shop, a café, four take away shops, an accountant, an estate agent, a pharmacy and a plumbers. There is no supermarket serving the centre.

7.56 This centre is limited in its size and therefore it is likely that locals will arrive here by walking. The environmental quality is poor due to the presence of the busy road, lack of public realm and shops frontages which require maintenance. Given its location on a busy road and narrow pavements, the centre is somewhat restrained in terms of how it can improve. The household survey responses identified that most people visit the centre for non-food shopping (31.0% of
Summary of vitality and viability of local shopping centres

- **Broadway Market** is a popular local shopping centre and is evidently more of a ‘destination’ centre than most of the local shopping centres in the Borough. The centre’s strength is in its cafe, bar and restaurant offer, which coupled with the popular Saturday street market, means the centre can be expected to draw from beyond its immediate local catchment. The strong bar/restaurant offer of the centre also means that, untypically for a local shopping centre, it benefits from a good level of vitality and viability in the evening. The retail offer of the centre is also untypical for a local shopping centre, with a number of specialist comparison goods retailers, alongside a generally upmarket convenience goods offer. There are also day-to-day facilities such as a pharmacy, and Costcutter and Londis convenience stores. The proximity of the open space of London Fields is a further asset to the centre, and overall we consider the vitality and viability of the centre to be strong.

- **Chatsworth Road** is displaying a number of hallmarks of a centre that is ‘on the up’ and appears to have been the subject of significant retail and leisure-led gentrification in recent years, aided by the re-opening of a Sunday market. Vacancy levels in the centre have reduced, and, in a similar vein to Broadway Market, there is evidence of an emerging ‘cafe culture’. Whilst the diversity of uses in the centre is reasonably strong, the only convenience store serving the centre is the upmarket Spar store at the southern end of the centre, where the product offer is rather specialist/upmarket and may not be responsive to all local residents’ needs. The recent reopening of the Castle Cinema in the centre is further evidence of its improving vitality and viability and will support the wider evening economy of the centre.

- **Hoxton Street** appears to be performing generally well. The centre has two clear ‘anchor’ stores in the form of Poundland and Iceland, with the latter currently being the only main supermarket serving the Hoxton/ South Shoreditch area. There is a daily street market which appears to be popular and well-supported, although almost 15% of users of the centre considered there to be scope for the market to be improved. There is some scope for the environmental quality of the centre in parts, particularly in terms of improvement of shop fronts, but when coupled with the low vacancy rate in the centre, the overall vitality and viability can be considered good. There is no bank in the centre and the nearest facilities of this nature are some distance away in Shoreditch and Dalston.

- **Kingsland Road** local shopping centre has historically developed around the ‘Waste Market’ which trades every Saturday in the centre although the influence of the market on the wider vitality and viability of the centre appears to be diminishing. A number of new upmarket retailers have opened in the centre in recent years, but the range of day-to-day uses in the centre also remains strong. There are a considerable number of take-aways present in the centre which can lead to the centre feeling a little ‘closed for business’ in the day. There are no supermarkets in the centre, but nearby Dalston major town centre is well-provided for in this respect.

- **Lauriston Road** is an upmarket local shopping centre which benefits from close proximity to Victoria Park. The centre has an emphasis towards upmarket comparison goods boutiques and cafes, alongside specialist convenience goods retailers. The presence of a reasonably-sized Londis convenience store (which also includes a post office) anchors the centre and is important to its overall vitality and viability. The environmental quality of the centre is also positive.

- **Lower Clapton Road** is a small local shopping centre to the north-west of Hackney Central district town centre, anchored by the Fairdeal Food Store supermarket, which offers a good range of day-to-day convenience goods products. Other facilities present in the centre include a chemist and a launderette. In common with many of the other local shopping centres in the Borough, there is clear evidence of the centre moving towards a more upmarket retail profile in recent years, evidenced by the presence of an organic cafe/deli and bicycle shop for example.

- **Manor House** is a small local shopping centre, extending to just 20 units, but nevertheless offers a good range of day-to-day shopping facilities such as a dry cleaners, pharmacy, bakers, convenience store, and a pub. For the size of the centre, the range of facilities can be considered sufficient. The location of the centre on the busy intersection between Seven Sisters Road and Green Lanes does impact on the environmental quality and cohesiveness of the centre, and also means that the units are divided by a wide road.

- **Shacklewell Lane** local shopping centre is a cluster of retail units scattered along Shacklewell Lane, to the north of Dalston major town centre. There is no clear ‘anchor’ to the centre, and the range of uses in the centre is relatively limited - although the proximity of Dalston means the areas of shortfall are not a particular cause for respondents), and also indicated a generally high level of satisfaction with the centre. 10.8% of users of the centre said the centre would benefit from more specialist shops.
There has been a decrease in the number of A1 units in the centre in recent years, and the vacancy rate has increased. The absence of a clear focus to the centre means it struggles to have a clear identity.

- **Stamford Hill** is the largest of all of the local shopping centres in the Borough, with 120 units. The area is home to the largest Hasidic Jewish Community in Europe and accordingly the centre offers a number of kosher shops and services run by members of the Jewish community. The centre benefits from a strong 'anchor' store in the form of a prominently-sited Sainsbury's, whilst the Asda store on Clapton Common reinforces the convenience goods shopping function of the centre. The centre offers a good range of shops including a pharmacy, public house, bakery, butcher, optician, and a beautician to name a few, although the shops in Stamford Hill are for the most part not of a high quality, whilst representation from betting shops and A5 uses lowers the quality of the centre. The environmental quality of the centre has scope for improvement.

- **Stoke Newington Road (Shacklewell South)** local shopping centre functions to all intents and purposes as a southern extension to Stoke Newington district town centre. There is a good range of shops and retail services, however the overall quality of the retail offer is generally lower and in contrast with the retail offer within the defined area of Stoke Newington High Street District town centre. The local shopping centre provides shops and retail facilities essential to the functioning of a local shopping centre and there is also a gallery, print shop, and a small number of restaurants and bars.

- **Upper Clapton Road** local shopping centre is a small centre which offers a good mix of uses including a strong convenience goods offer anchored by a Tesco Express convenience store. There is a noticeable presence from good quality A3 café/ restaurants uses which are helping to lift the quality of the centre. The centre has seen a reduction in the number of vacant units since the Council's previous audit of the centre in 2014, and at the time of our visit there were just three vacant units in the centre.

- **Well Street** is a popular and well-used local shopping centre which sits to the south-west of Hackney Central district town centre. The centre is focussed around a Tesco Metro supermarket which the household survey results confirm to be a well-used store. There is a good mix of supporting uses and, in common with a number of the other local shopping centres in the Borough, the vitality and viability of the centre is supported by a street market, although a number of respondents to the household survey identified a need for improvements both to the range of shops and the market. The centre has a noticeably higher vacancy rate than others in the Borough.

- **Vick Road** is small local shopping centre of 17 units. Retail units are generally of a lower quality and include a sandwich bar, a dry cleaner, a small convenience shop, a café, four take away shops, an accountant, an estate agent, a pharmacy and a plumbers. There is no supermarket serving the centre. The environmental quality is poor due of the presence of the busy road, lack of public realm and shops frontages which require maintenance.
### Shoreditch

8.1 Shoreditch sits at the southern edge of the Borough, adjacent to the Borough’s boundaries with the City of London and London Borough of Tower Hamlets. The Shoreditch area does not, unlike the centres considered in the previous sections, have a defined position in the Council’s hierarchy of centres - a point which we return to in our recommendations at the end of this study. The area has grown significantly in its role and function since the 2005 Study and is now a major destination, drawing visitors from across London and beyond, chiefly on account of its diverse evening and night-time uses, which covers bars, restaurants, nightclubs and live music venues. The centre has also seen investment from a number of upmarket hotel operators in recent years.

8.2 During the daytime, the centre plays host to a substantial working population and has a supporting network of cafes and delis. Its retail function is noticeably more limited than the other larger centres in the Borough, and the retail offer that is present in the centre is more orientated towards the specialist/boutique end.

8.3 The Council are currently in the process of preparing an Area Action Plan for Shoreditch, which will develop a strategy for the future growth of the area, and assist in managing the high levels of demand for development in the area. There are several planning permissions for major new development in the south Shoreditch area which will further radically alter the profile of the area in the future. The proximity of the south Shoreditch area to the City of London means it is the subject of considerable developer interest and activity, as it benefits from close proximity to the financial heart of the City, but also the more diverse, cosmopolitan areas of east London. Many of the major approved schemes include substantial quanta of new floorspace which will be used to accommodate retail, leisure and other uses at ground floor level, whilst delivering office and residential floorspace to upper levels. We have factored these permissions into our assessment of the ‘need’ for new retail floorspace for the Borough set out later in this report.

Diversity of uses, retailer representation and intentions to change representation (PPG Indicators A & E)

8.4 In our assessments of the centres in LB Hackney set out in previous sections, we have used information on diversity of uses provided by the Council, which we have updated by way of site visits to each centre. As no such audit of uses has been undertaken for the Council for Shoreditch, we have used data from Experian Goad to inform our assessment of diversity of uses. The Experian Goad boundary of the centre provides a generally good correlation with the boundary of the Shoreditch AAP (see extract showing both boundaries, Figure 8.1). The Experian Goad boundary extends slightly outside the AAP boundary southwards towards Finsbury Square and north-west along City Road, but as these areas contain relatively few retail and commercial leisure uses and therefore we consider the use of Experian Goad data to be robust.
8.5 Class A1 uses account for approximately 40% of uses in Shoreditch, a comparable figure to Hackney Central (also 40%) but lower than the more retail-orientated offer in Dalston, where the equivalent figure is 55%. 15% of the uses in the centre are given over to Class A3 uses, and a further 15% for Class A4 uses - therefore almost one in three units in the centre (30%) is currently in use for food & drink. The equivalent combined A3/A4 figure for Dalston is 12%, and for Hackney Central is 9%. This shows the significant contribution which these commercial leisure uses make to the overall composition of the centre.

8.6 Turning first to convenience goods retail, it is apparent that the number of these units in the centre is relatively limited. There are 27 convenience goods units in the centre, which mostly comprise of small-format convenience stores operated by a mixture of national operators (e.g. Sainsbury’s Local, Tesco Express and Co-Op) and independent retailers. Other more specialist convenience uses such as bakers, grocers, and so on are very limited, with the exception of a small bakery on Old Street. There are also a number of off licences.

8.7 As noted above, the comparison goods offer of Shoreditch almost entirely comprises specialist, ‘boutique’-type comparison goods operators, rather than the day-to-day comparison goods shopping which typifies the offer in many of the other centres in the Borough. This means that Shoreditch acts a more of a ‘destination’ comparison goods shopping location, in the same vein as say Seven Dials in Covent Garden, Camaby Street, or the northern end of Upper Street - and indeed there is an element of overlap in the retail offer with these locations. This more niche/specialist comparison goods offer extends eastwards outside the Borough boundary along Redchuch Street.

8.8 Many of the comparison goods retailers are small-scale operators who typically have a handful of boutiques across London. Examples of the type of operators present include clothing/lifestyle retailers such as Goodhood, Carhartt, Whistles Menwear, Sweaty Betty, bicycle shops such as Tokyo Bike and Cycle Lab, interiors stores such as SCP and House of Hackney. They are specialist retailers, likely to have a loyal customer base who are willing to travel a reasonable distance to visit the stores. By contrast, there is just one pharmacy in the whole of the Shoreditch area.
8.9 Unlike the Borough’s other centres, there is no clear defined retail core in Shoreditch, with the offer spread along a number of streets and, for the most part, integrated within the bars, restaurants and cafes which make up the majority of the offer in the centre. There are more noticeable concentrations of retail activity at the western and eastern fringes of the centre, particularly west of Old Street, where there is a larger Co-Op store, and branches of Argos and Superdrug for example. Towards the south-eastern edge of the centre, where the Hackney and Tower Hamlets boundaries meet, there is also more of a retail focus along Redchurch Street and in the ‘pop up’ Boxpark development adjacent to Shoreditch High Street station.

8.10 As identified above, Shoreditch has an extensive array of bars, pubs, restaurants and other evening and night-time economy uses. These are mostly interspersed with the retail offer throughout the centre, but there is a particular concentration of restaurants and bars around the Old Street / Shoreditch High Street / Hoxton Square area. Hoxton Square / Old Street plays host to a number of London-wide/national operator-run restaurants such as Byron, Busaba, The Breakfast Club and Bill’s. It also includes the Hoxton Bar & Kitchen, a popular bar and live music venue. Old Street itself is also home to a number of Korean restaurants, as well as bars such as Old Street Records and the Electricity Showrooms.

8.11 Progressing down Shoreditch High Street towards the Overground station, the offer becomes more orientated towards drinking venues rather than restaurants. However the popular Dishoom and Pizza East restaurants lie towards the southern end of the High Street, and other restaurant uses are also emerging around the station. Rivington Street and Curtain Road both also contain a number of restaurants, including more upmarket offerings such as Brindisa and Tramshed. Pump Shoreditch is a temporary street food market located on the site of a former petrol filling station. Shoreditch High Street is also home to first Ace Hotel outside of the United States, and has quickly become established as a hub in the area, with the development also including a record shop, coffee bar, barbers, basement gig venue and working space.

8.12 The other main thoroughfare of Great Eastern Street contains less in the way of evening economy uses, but is home to the Hoxton Hotel, a daytime co-working space which evolves into a popular bar and restaurant in the evening. The southern end of the street is also home to Dinerama, run by the successful Street Feast franchise, a food and drink market set in a former truck depot, which opens solely in the evenings and is, along with the nearby Boxpark development adjacent to Shoreditch High Street station, a key contributor to the area’s evening economy. The nearby Village Underground is a renovated warehouse which plays host to live music and club nights.

8.13 Shoreditch also has a number of cafes, although considering the creative industry-led nature of much of the employment in the area it is possibly surprising there are not a greater number. The offer is for the most part orientated towards the independent sector, barring representation from two branches of Pret and a branch of Eat.
8.14 We would consider, overall, the diversity of uses in Shoreditch to be strong and indeed its more unique, specialist offer is behind what it makes it a successful and popular destination. Shoreditch has, by some margin, the same strongest evening/night-time economy of anywhere in the Borough, and this role and function is pivotal to its overall vitality and viability. There are gaps in the offer - the most noticeable one being the absence of anything larger than small convenience store-sized supermarket, plus a relative paucity of day-to-day comparison goods shopping. These gaps in provision may not be ideal for those residents living in the Shoreditch and Hoxton areas.

Proportion of vacant street level property (PPG Indicator B)

8.15 Data from Experian Goad estimates the vacancy rate in Shoreditch to be 8%, which is below the UK average. The Experian Goad survey identified there to be 32 vacant units in the centre at the time of the survey in September 2016. GVA visited Shoreditch in February 2017 and did not observe any noticeable of the centre where there was a concentration of vacant units, although the proportion of vacant units did appear slightly higher along Curtain Road than in other parts of the centre, including a store recently vacated by American Apparel. A number of the units identified as vacant by the Experian Goad survey also now appear to be under redevelopment, suggesting that they are likely to be let in the near future. We would not consider the vacancy levels in Shoreditch to be a cause for concern.

Commercial yields and commercial rents (PPG Indicators C & F)

8.16 Reflecting the increased popularity which appears to have benefited Shoreditch in recent years, data from CoStar ShopProperty shows that prime retail rents have increased significantly in Shoreditch in recent years, from c. £27 per sq.ft at the start of 2012 to c. £39 per sq.ft at the end of 2014, to £47 per sq.ft at the end of 2016. Prime retail rents have therefore almost doubled in the centre in a period of under five years. Whilst this confirms the vitality and viability of the centre to be strong, it also presents concerns that smaller, longer-standing retailers may struggle to accommodate the increased rental rents unless their business performance is strong.

8.17 There is no consistent time-series data available for Shoreditch in respect of commercial yields.

Figure 8.2: Prime retail rents in Shoreditch

Source: CoStar ShopProperty, March 2017

Customers’ views and behaviour (PPG Indicator D)

8.18 As set out in our assessments of Dalston, Hackney Central and Stoke Newington centres, NEMS Market Research undertook a series of in-centre interviews in Shoreditch to understand how people use the centre, what they like and dislike, and how the centre could be improved. 100 in-centre interviews took place in Shoreditch in January 2017, across four different locations in the centre (on Shoreditch High Street, Redchurch Street, Charlotte Row, Rivington Street and the junction of Old Street and Curtain Road). The key findings from the in-centre survey were as follows:
• 35% of respondents stated that they were in the centre for work, and 25% were visiting the centre to meet friends/socialise. 19% stated that they were visiting the centre to go to a cafe/restaurant. The more limited role which Shoreditch plays as a shopping destination is reflected in the fact that only 10% of respondents stated they were visiting the centre for non-food shopping, and 7% for food shopping.

• 40% of those questioned arrived at the centre by the Overground, and 22% by bus. 26% of those questioned had walked to the centre.

• Expected dwell-times in the centre were relatively high. 29% of respondents expected to spend all day in the centre (which is likely to reflect the centre has a high number of workers). 21% of respondents expected to spend 2-3 hours in the centre, and 14% of respondents expected to spend between 3 and 4 hours.

• 31% of respondents stated they visited the centre every day during the daytime, 16% visit the centre 4-6 times a week and 13% visit 2-3 times a week. The centre also has noticeably higher levels of patronage in the evening than other centres in the Borough, with 14% of respondents visiting the centre 2-3 times a week during the evening, 11% visiting once a week in the evening and 11% visiting once a fortnight.

• Of those who visit Shoreditch in the evening, 78% visit the pubs and bars in the centre, and 48% visit the restaurants. 12% visit sports facilities such as gyms.

• Respondents appear generally satisfied with Shoreditch as an evening destination. When asked what would make them visit more in the evenings, 71% of respondents stated ‘nothing in particular’ and 11% stated ‘don’t know’. No other response attracted a significant number of responses.

• When asked what they liked about the centre, 43% of respondents identified the range of pubs and bars, and 32% the range of restaurants, confirming the important role which the evening economy plays to the vitality and viability of Shoreditch. The good range of pubs and bars was identified as the main thing they liked about Shoreditch by 16% of respondents.

• 21% of respondents liked the fact that the centre was close to home, and 19% liked that it was close to work. 12% stated that they liked the environment in the centre, and 12% stated the like the range independent / specialist retailers in the centre.

• 44% of respondents stated that there was ‘nothing’ they disliked about the centre, which we could consider to be a reasonably good level of satisfaction amongst users of the centre. 15% of respondents stated that the centre would benefit from a greater range of shops.

• When asked how the centre could be improved, 22% stated ‘nothing in particular’. 18% considered the centre could be improved through a better range of shops, 16% through the provision of more pubs, bars and cafes. 15% considered the centre could benefit from better cleanliness.

**Pedestrian flows (PPG Indicator G)**

8.19 We are not aware of any pedestrian flow counts being undertaken in Shoreditch, however it is apparent that the area benefits from generally strong levels of pedestrian flows, owing to the mixture of a working and residential communities, plus visitors to the centre. During the daytime, the area has something of a quiet calm about it, with streets steadily busy. The lack of clear anchor stores/locations in the centre means that footfall is distributed fairly broadly across the centre, although areas around the stations at Old Street and Shoreditch High Street are noticeably busier. Footfall along the northern end of Great Eastern Street was observed to be lower.

8.20 In the evenings, the concentrations of bars and pubs along Shoreditch High Street and Old Street mean these areas have high levels of footfall from early evening through to the early morning.

**Accessibility (PPG Indicator H)**

8.21 Shoreditch’s location abutting the City of London means it is well provided for in terms of public transport accessibility, and indeed the findings of the in-centre survey identified that only 3% of visitors to the centre arrived by car.

8.22 The opening of the new Overground station at Shoreditch High Street in 2010 delivered a significant enhancement to the accessibility of the area by public transport. Shoreditch was previously served as a terminating station for the East London line, which linked the area with Whitechapel, Surrey Quays and New Cross; the extension of this line northbound to Hoxton, Dalston and Highbury & Islington, and southbound to Crystal Palace, Croydon and Clapham...
Junction has meant Shoreditch is accessible to a much wider catchment, extending across much of south-east London.

8.23 Shoreditch is also accessible from nearby Liverpool Street station, which provides mainline services to east London (including Stratford) and Essex, as well as London Underground connections. Old Street station, on the western edge of Shoreditch, is served by London Underground Northern Line services, as well as Great Northern services to Finsbury Park, Alexandra Palace, Hertford, Stevenage and Welwyn Garden City.

8.24 Shoreditch is served by a number of bus services which run along Old Street and Shoreditch High Street, connecting the centre to Dalston, Hackney Central, Stoke Newington, Stamford Hill, Wood Green, Islington, Bethnal Green and Stratford. Bus services also provide connections into central London locations such as the City of London, Waterloo, Kings Cross and Tottenham Court Road. The centre can be considered to be highly accessible.

Potential new Local Shopping Centres

8.25 At the request of the Council we have also undertaken high-level assessments of three potential local shopping centres which the Council are considering. These are at Dunsmure Road and Oldhill Street, to the north of the Borough between the district town centre of Stoke Newington and local shopping centre of Stamford Hill; and Green Lanes, to the west of the Borough adjacent to its border with Islington.

8.26 Dunsmure Road is a compact centre situated to the west of the A10. The centre, like Stamford Hill, caters in part to the shopping needs of the local Hasidic Jewish community, with Kosher bakery and grocery stores present in the centre, for example. Other units in the centre cater to a range of day-to-day shopping needs including a dry cleaners, green grocers, housewares store, off licence, post office, pharmacy and café. The compactness of the centre lends it a noticeable bustle and the centre appears well used by the local community. We did not observe any vacant units in the centre at the time of our visit. We would consider there to be merit in Dunsmure Road being allocated as a local shopping centre in the Council’s new Local Plan.

8.27 Oldhill Street, on the opposite side of the A10, similarly clutters to towards the Hasidic Jewish community in the local area. The centre is more linear in nature, and contains a broader mix of non-retail uses including a community centre, and the two parades of shops which make up the potential centre are separated by a school. Uses in the centre include two foodstores, two Kosher bakeries, a chemist, newsagent, Kosher wine shop, toy shop and take-away. The centre has a low vacancy rate but appears visibly run down, particularly on the southern side of Oldhill Street where the quality of the unit stock is very poor. The range of uses in the centre does, in our view, warrant classification as a local shopping centre but there is a need for considerable investment in the centre to improve its physical appearance and the quality of the units.

8.28 Green Lanes is located on the western edge of the Borough and forms part of a wider concentration of shops and services which extends eastwards to Newington Green within LB Islington. The diversity of uses in the LB Islington part of the centre is relatively strong, anchored by a busy Tesco Express store and containing a number of day to day shopping facilities interspersed with coffee shops and restaurants, many of which appear relatively new.

8.29 However the quality of the offer diminishes once the centre reaches the LB Hackney area. There are a couple of public houses and other class A3/A4 uses in the centre, interspersed with specialist retailers. The number of vacant units appears quite high, and some of the units have been converted into non-town centre uses. Whilst there is a reasonable range of shops and other facilities in the area, they are not, for the most part, geared towards meeting day-to-day shopping needs, but are, for the most part, geared towards a more specialist offer.

8.30 We do not consider that, based on the current range of uses present in the centre, there is as strong an argument for designating Green Lanes as a local shopping centre as there is for Dunsmure Road and Oldhill Street. However, should the Council wish to consolidate and protect the existing offer in the area (and prevent further loss to non-town centre uses), designation as a local shopping centre may represent a suitable policy approach to take forward.
9 Inputs into the quantitative need assessment

In this section, we introduce the key inputs which form the basis of our assessment of the ‘need’ for new comparison and convenience goods retail floorspace for the Borough. The calculation of ‘need’ is a technical exercise which is derived from considering three key factors: where residents of the survey area are currently undertaking their shopping; how much population growth is expected to come forward in the survey area; and how much spending on convenience and comparison goods will increase, having regard to economic forecasts and other factors such as online shopping. We introduce these inputs below, and the findings are subsequently set out in Section 9.

The findings of this section should be read in association with the capacity tabulations at Appendix I (for comparison goods) and Appendix II (for convenience goods) in Volume 2.

Calculation of quantitative ‘need’

9.1 The ‘need’ for new floorspace is calculated through a conventional and widely-accepted step-by-step methodology, consistent with best practice, which draws upon the findings of the household telephone survey of shopping patterns which has been undertaken in support of this study (as previously discussed) to model the current flows of expenditure (i.e. spending in £m) to each retail destination within the survey area, and those competing centres in the surrounding area. The process for calculating quantitative ‘need’ is essentially unchanged from that in the 2005 Study.
Stages of a quantitative need assessment

1. Assess the scale of population growth between the base year (the year of the Experian baseline population and expenditure forecasts) and the end year of the study, making allowances for special forms of trading (SFT) retail activity, such as online shopping.

2. Assess existing retail supply and market shares (assess the provision of existing retail floorspace and the resulting shopping patterns of residents within the catchment area through the results of a household survey of residents in a defined catchment area. In order to establish this turnover attracted to each centre/Store, and the proportion of expenditure which is ‘retained’ within the catchment area).

3. Make allowance for other ‘claims’ on growth in retained expenditure (in addition to SFT in Step 1); Commitments to new floorspace (either schemes under construction or existing permissions that would result in additional retail floorspace); Sales density growth (the growth in turnover for existing retailers within existing floorspace).

4. Consider whether overtrading of existing floorspace represents an additional source of quantitative need.

5. Assess quantitative need by calculating the initial residual expenditure per that is potentially available for new retail floorspace and apply an estimated sales density (turnover per sq.m) to convert this expenditure to a quantitative need for additional floorspace.

6. Develop alternative scenarios (if required) for calculating growth in residual expenditure, based on increases or decreases in the projected expenditure retention level.

Survey area and household telephone survey

9.2 In order to establish the ‘need’ for new comparison and convenience goods floorspace in the Borough over the Council’s new Local Plan period to 2033, it is necessary to understand where residents in the Borough and surrounding areas are undertaking their patterns of shopping and leisure visits. In order to establish this, a household telephone survey of shopping patterns was undertaken in January 2017. This covered the Borough in its entirety and surrounding
areas which may look towards locations in the Borough for their shopping (or leisure) visits. We term this area the ‘survey area’, and a plan of this survey area is shown in Figure 8.1.

9.3 A total of 1,200 household telephone surveys were undertaken by NEMS Market Research across the survey area, and a full set of survey results is provided at Volume 3 to the Study. In order for a detailed analysis of shopping patterns at the local level to be undertaken, the overall survey area boundary has been split into twelve survey zones. The boundaries of these zones are based on ward boundaries, and reflect those used in the 2005 Study, thereby enabling direct comparison with the findings of that study to be made as part of our analysis.

Figure 9.1: Survey area

9.4 As shown in Figure 9.1:

- Zone 1 covers Dalston / De Beauvoir;
- Zone 2 covers Hackney Central;
- Zone 3 covers Shoreditch and Hoxton;
- Zone 4 covers London Fields / Broadway Market;
- Zone 5 covers Hackney Wick;
- Zone 6 covers Hackney Downs and Lower Clapton;
- Zone 7 covers Stamford Hill and Upper Clapton;
- Zone 8 covers Woodberry Down and the residential areas west of Stamford Hill;
- Zone 9 covers Stoke Newington;
- Zone 10 covers Highbury and part of Finsbury Park;
- Zone 11 covers Canonbury; and
Zone 12 covers Bethnal Green

Estimates of population in the survey area

For the purposes of our quantitative needs assessment, we have utilised population forecasts bespoke to each survey zone which have been provided by Experian. These are past-trends based population forecasts, informed by Office of National Statistics Sub-National Population Projections. Table 1 of Appendix I shows the current and projected populations for each of the survey zones at the base year of the study (2017) and the projections at five-year interval period (with a final six year interval period covering 2027-33). It shows that:

• The current (2017) population of the survey area is 380,066 persons;
• The estimated population of the survey area in 2022 is 404,477 persons;
• The estimated population of the survey area in 2027 is 424,421 persons;
• The estimated population of the survey area in 2033 is 449,617 persons;
• The total estimated growth in population between 2017 and 2033 is 69,551 persons.

Available expenditure in the survey area

Experian identify a ‘per capita’ spend on comparison and convenience on a zone-by-zone basis; these are shown in Table 2 of Appendix I (for comparison goods) and Table 2 of Appendix II (for convenience goods). These tables show that:

• Comparison goods spend per head varies considerably across the survey area, ranging from £2,455 in zone 5 (Hackney Wick) to £4,030 in zone 10 (Highbury). The average comparison goods spend per head is £3,070.
• Convenience goods spend per head ranges from £1,573 in zone 7 to £2,372 in zone 10. The average convenience goods spend per head is £1,920.

Based on guidance provided by Experian (Retail Planner Briefing Note 14, November 2016) it is expected that spend per head on comparison and convenience goods will increase annually over the course of the Council’s new Local Plan period. Therefore, we apply an annual growth rate to the 2016 ‘baseline’ figures (as summarised above) which reflect the latest Experian guidance. Details of the growth rates we have used can be found in the footnotes to Table 2 of Appendix I and II. The majority of the growth which is expected to come forward is in comparison goods spending; expenditure growth in the convenience goods sector is considerably more limited.

The figures set out in Table 2 of Appendix I and II have been discounted to include allowance for ‘special forms of trading’ (SFT), which are chiefly accounted for by online shopping, but also include other non-store based transactions such as catalogue shopping:

• Experian forecast that SFT currently (2017) accounts for 13.8% of total comparison goods spending, and that this will increase to 15.8% of total comparison goods spend by 2022, 16.1% by 2027 and 16.4% by 2033.
• Experian forecast that SFT currently (2017) accounts for 3.2% of total convenience goods spending, and that this will increase to 4.1% of total convenience goods spend by 2022, 4.7% by 2027 and 5.1% by 2033.

Table 2 of Appendix I and II summarises the ‘with’ and ‘without’ SFT per capita expenditure figures, and also shows the deductions we have made for SFT at each of the five-year interval periods through to 2036.

By applying the population forecasts to the per capita expenditure forecasts, we can gain an understanding of the total amount of comparison and convenience goods spending which is available to residents of the survey area, and how much this is expected to increase over the duration of the study period to 2036. This exercise is set out in Table 3 of Appendix I (for comparison goods) and Appendix II (for convenience goods) and shows that:

• There is currently £1,010.5m of comparison goods expenditure available to residents of the survey area. This is expected to increase to £1,197.2m by 2022; £1,462.3m by 2027; and £1,864.2m by 2033. This is a growth in comparison goods expenditure of £853.7m.
• There is currently £710.3m of convenience goods expenditure available to residents of the survey area. This is expected to increase to £747.1m by 2022; £782.1m by 2027; and £829.9m by 2033. This is a growth in convenience goods expenditure of £119.5m. The growth in convenience goods expenditure is therefore modest, particularly when compared to the levels of comparison goods expenditure growth expected to come forward.
Shopping patterns in the survey area

9.11 The household telephone survey results identify shopping habits of households for both convenience and comparison goods, as well as commercial leisure spending. For convenience goods, the household telephone survey included questions on ‘main food’ and ‘top-up food’ shopping. The results of the two types of food expenditure were then merged through the application of a weight which reflects the estimated proportion of expenditure accounted for by each goods type (70% ‘main’ food / 30% ‘top-up’ food). This forms a ‘composite’ pattern of convenience spending, expressed as a market share for each destination centre or foodstore for each survey zone.

9.12 For comparison goods, the household telephone survey included questions on where respondents normally undertake shopping for the following types of comparison goods shopping:

- Clothing and footwear;
- Furniture, floor coverings and household textiles;
- DIY and decorating goods;
- Domestic appliances;
- Audio-visual equipment;
- Personal and medical goods; and
- Recreational and luxury goods.

9.13 Shopping patterns for each of these types of comparison goods are then combined to produce a ‘composite’ set of comparison goods shopping patterns, using weighted averages of the household survey responses for each goods type based on the proportion of personal spending (‘expenditure per capita’) available to residents in the survey area, as provided by Experian.

Comparison goods shopping patterns

9.14 Shopping patterns derived from the household telephone survey allow us to calculate the amount of comparison goods expenditure spent in each centre within and surrounding the survey area which forms the basis of our assessment. This indicator is a good reflection of both the strength of the retail offer in a centre, as well as its accessibility, and overall quality of experience.

9.15 The total amount of expenditure which is retained within the survey area is known as its ‘retention rate’; the remaining expenditure which flows to destinations outside the study area is known as ‘leakage’. Table 9.1 shows the amount of comparison goods expenditure retained within the survey area (which also, in this instance, also reflects the amount of comparison goods expenditure retained in the Borough itself), and the amount of expenditure ‘leakage’.

<table>
<thead>
<tr>
<th>Table 9.1: Comparison goods expenditure retention in LB Hackney</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total amount of comparison goods spend available to study area (2017), of which:</td>
</tr>
<tr>
<td>— Comparison goods trade draw to centres in LB Hackney (e.g. Dalston, Hackney Central, Stoke Newington, Shoreditch, local shopping centres)</td>
</tr>
<tr>
<td>— Comparison goods trade draw to locations outside LB Hackney (e.g. Central London, Angel, Stratford)</td>
</tr>
</tbody>
</table>

Source: Table 5, Appendix I

9.16 Our assessment has identified that there is a total of £1,010.5m of comparison goods expenditure which is available to residents of the survey area. Of this, £283.6m is retained by centres and stores within the Borough, equivalent to a ‘retention rate’ of 28.1%.

---

13 Based on our experience elsewhere, this represents a suitable split between ‘main’ and ‘top up’ food shopping.
9.17 Table 9.2 summarises the most popular destinations for comparison goods spending for residents in the survey area, identifying the extent to which locations outside the Borough compete for spending with Hinckley. This builds on the analysis previously set out in Section 4 of our report.

Table 9.2: Survey area comparison goods trade draw by centre

<table>
<thead>
<tr>
<th>Centre</th>
<th>LPA</th>
<th>Comparison goods trade draw (£m)</th>
<th>% of total comparison goods expenditure available to survey area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central London / West End</td>
<td>—</td>
<td>209.9</td>
<td>20.8%</td>
</tr>
<tr>
<td>Angel / Upper Street</td>
<td>LB Islington</td>
<td>138.9</td>
<td>13.7%</td>
</tr>
<tr>
<td>Stratford</td>
<td>LB Newham / LLDC</td>
<td>117.8</td>
<td>11.7%</td>
</tr>
<tr>
<td>Hackney Central</td>
<td>LB Hackney</td>
<td>72.0</td>
<td>7.1%</td>
</tr>
<tr>
<td>Dalston</td>
<td>LB Hackney</td>
<td>57.1</td>
<td>5.7%</td>
</tr>
<tr>
<td>Stoke Newington</td>
<td>LB Hackney</td>
<td>52.5</td>
<td>5.2%</td>
</tr>
<tr>
<td>Leyton Mills Retail Park</td>
<td>LB Waltham Forest</td>
<td>31.5</td>
<td>3.1%</td>
</tr>
<tr>
<td>Stamford Hill</td>
<td>LB Hackney</td>
<td>30.8</td>
<td>3.1%</td>
</tr>
<tr>
<td>Wood Green</td>
<td>LB Haringey</td>
<td>28.8</td>
<td>2.9%</td>
</tr>
<tr>
<td>Bethnal Green / Roman Road</td>
<td>LB Tower Hamlets</td>
<td>28.2</td>
<td>2.8%</td>
</tr>
<tr>
<td>Tottenham / Seven Sisters</td>
<td>LB Haringey</td>
<td>24.1</td>
<td>2.4%</td>
</tr>
<tr>
<td>Ikea Edmonton</td>
<td>LB Haringey</td>
<td>21.8</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

Source: Table 5, Appendix II. All comparison goods destinations with turnovers in excess of £20.0m shown.

9.18 As we have discussed in Section 4 of this study, central London is the most popular destination for comparison goods shopping for residents in the survey area, drawing a total of £209.9m of comparison goods spending — equivalent to just over one-fifth of total available comparison goods expenditure. Although Central London remains the most popular comparison goods shopping destination, as was the case at the time of the 2005 Study, we have identified that its market share has approximately halved since the 2005 Study, largely a consequence of the opening of Westfield Stratford City but also reflecting an improved comparison goods offer in other competing centres.

9.19 Both Angel and Stratford account for upwards of £100m of comparison goods spending and are therefore the other principle destinations for comparison goods shopping for residents in the survey area.

9.20 Table 9.2 also shows that the most popular destination for comparison goods shopping this is located within the survey area is Hackney Central, which achieves a comparison goods turnover of £72.0m. Interestingly, this figure is ahead of that of Dalston (comparison goods turnover of £57.1m), despite the latter centre being a higher-order centre in policy terms. Hackney Central and Dalston are the fourth and fifth most popular destinations for comparison goods shopping in the survey area respectively.

9.21 We would consider that on balance Hackney Central has the stronger comparison goods offer of the two centres, owing to the presence of key attractors such as Primark, Marks & Spencer and TK Maxx, for example, and as these type of retailers can typically play an important role in driving footfall, and this could help to explain the trends shown above. It should be noted that the above figure for Hackney Central does not include Hackney Walk.

9.22 Table 9.2 also shows that Stoke Newington is also a popular comparison goods shopping destination, achieving a comparison goods turnover of £52.5m, just £5m shy of that of Dalston. Stoke Newington’s more specialist / upmarket comparison goods offer sets it apart from the other higher-order centres in the survey area and this is likely to help explain its strong performance. Stamford Hill achieves a comparison goods turnover of £30.8m, which can be considered a particularly strong performance for a local shopping centre.

9.23 Wood Green, Bethnal Green and Tottenham/Seven Sisters all achieve a comparison goods turnover of between £20m and £30m from the survey area. The role of retail parks/out-of-centre retail developments over shopping patterns of residents in the survey area – the only locations of this nature which attract a significant turnover are Leyton Mills Retail Park and the IKEA store at Edmonton.
Convenience goods shopping patterns

9.24 Convenience goods shopping is a more localised activity – people are generally less willing to travel as far to undertake food shopping as they are for more infrequent comparison goods shopping purchases such as clothing and footwear. The survey area covers a wide area of urban area London, and accordingly there are a large number of food shopping options available to residents – a mixture of larger-format foodstores, smaller, national operator-run convenience stores, and independent/specialist stores.

9.25 As we have set out in Section 3, large supermarkets still account for over 50% of convenience goods shopping trips on average. Each of the higher-order centres of Dalston, Hackney Central, Stoke Newington contains one supermarket capable of meeting ‘main/bulk’ food shopping needs – Sainsbury’s in Dalston, Tesco in Hackney Central and Morrisons in Stoke Newington. Provision in Finsbury Park is more limited, restricted to a small Lidl store on Seven Sisters Road. The local shopping centre of Stamford Hill also benefits from two small supermarkets, operated by Sainsbury’s and Asda.

9.26 Our assessment has identified that there is £710.3m of convenience goods expenditure available to residents of the survey area. Of this, £299.9m (42.2%) is spent at foodstores in LB Hackney. A further £80.7m (11.4%) is spent at local shops in the Borough (Table 9.3). Adding these two figures together means that convenience goods stores in Hackney attract £380.6m of convenience goods spend from the survey area. A further £201.2m (28.3%) is spent at foodstores outside the survey area, including Holloway, Angel, Bethnal Green and Harringay.

Table 9.3 Convenience goods expenditure retention in LB Hackney

<table>
<thead>
<tr>
<th>Description</th>
<th>£m</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total amount of convenience goods spend available to survey area (2017), of which:</td>
<td>710.3</td>
<td>100.0%</td>
</tr>
<tr>
<td>Convenience goods spending in foodstores in LB Hackney (e.g. Tesco, Sainsbury’s, Morrisons, Asda, Marks &amp; Spencer)</td>
<td>299.9</td>
<td>42.2%</td>
</tr>
<tr>
<td>Convenience goods spending local / specialist shops in LB Hackney</td>
<td>80.7</td>
<td>11.4%</td>
</tr>
<tr>
<td>Total convenience goods spending in LB Hackney</td>
<td>380.6</td>
<td>53.6%</td>
</tr>
<tr>
<td>Convenience goods spending in foodstores outside LB Hackney</td>
<td>201.2</td>
<td>28.3%</td>
</tr>
<tr>
<td>Convenience goods spending in local / specialist shops outside LB Hackney</td>
<td>128.5</td>
<td>18.1%</td>
</tr>
</tbody>
</table>

Source: Table 5, Appendix II

9.27 The most popular foodstores in the Borough, in terms of the turnover they attract from the survey area, are shown in Table 9.4. The table shows that the convenience goods shopping in the Borough is dominated by three large foodstores – Sainsbury’s in Dalston, Morrisons in Stoke Newington and Tesco in Hackney, which achieve convenience goods turnovers of between £39.2m and £50.1m; beyond this are three further, smaller foodstores, which achieve turnovers of between £18.1m and £29.5m.

Table 9.4: Turnover of main foodstores in LB Hackney

<table>
<thead>
<tr>
<th>Foodstore</th>
<th>Total net floorspace (sq.m)</th>
<th>Convenience goods turnover from survey area (£m)</th>
<th>Sequential location (in/ edge/ out-of-centre)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sainsbury’s, Kingsland Shopping Centre, Dalston</td>
<td>2,787</td>
<td>50.1</td>
<td>In-centre</td>
</tr>
<tr>
<td>Morrisons, Stoke Newington</td>
<td>2,583</td>
<td>43.5</td>
<td>Out-of-centre</td>
</tr>
<tr>
<td>Tesco, Morning Lane, Hackney</td>
<td>1,639</td>
<td>39.2</td>
<td>In-centre</td>
</tr>
<tr>
<td>Tesco Metro, Well Street, Hackney</td>
<td>1,106</td>
<td>29.5</td>
<td>In-centre</td>
</tr>
<tr>
<td>Lidl, Well Street, Hackney</td>
<td>929</td>
<td>24.0</td>
<td>Out-of-centre</td>
</tr>
</tbody>
</table>
Other inputs into the quantitative need assessment

Sales Efficiency

9.28 It is also necessary to factor in changes in respect of ‘sales efficiencies’. These represent the ability of retailers to increase their productivity and absorb higher than inflation increases in their costs (such as rents, rates and service charges) by increasing their average sales densities. The application of a turnover ‘efficiency’ growth rate is a standard approach used in retail capacity studies. Guidance on sales efficiencies is set out in Experian’s Retail Planner Briefing Note 14 (November 2016), and for the purposes of our capacity modelling we adopt the following annual sales efficiency rates, which are held throughout the duration of the study period to 2033.

- Comparison goods: 1.4% per annum
- Convenience goods: 0.3% per annum

Floorspace Data

9.29 The comparison and convenience goods floorspace data which we incorporate into our model has been drawn from a range of data sources, including the Institute of Grocery Distribution (IGD), Experian Goad, the Trevor Wood Retail Warehouse Database, and the Council’s own planning application records. Our floorspace assumptions for foodstores make allowance for a proportion of the sales area of the foodstore to be used for the sale of comparison goods (in supermarkets, this may include books, stationery, home entertainment, small electrical items, and so on).
10 Quantitative retail capacity forecasts

In the previous section we have set out the key inputs into our quantitative ‘need’ assessment; in this section we build on these key inputs to identify the quantitative capacity for comparison goods (non-food) and convenience goods (food) floorspace for the District, for the new Local Plan period to 2033. For both sets of forecasts, we identify a range of capacity scenarios, based on the potential housing growth scenarios which could come forward (as discussed in the previous section). The discussion in this section should be read in conjunction with the data tables set out at Appendix I (for comparison goods) and Appendix II (for convenience goods) in this study.

Comparison goods shopping patterns by location

Dalston major town centre

10.1 Dalston is the highest order centre in the Borough based on the Council’s current hierarchy of centres, but it draws the second-highest comparison goods turnover, behind Hackney Central. Dalston achieves a comparison goods turnover of £57.1m, equivalent to 7.1% of the total comparison goods spending available to the survey area. This is a significant change from the 2005 Study, when Dalston had a comparison goods turnover almost double that of Hackney Central (see Table 9.2).

10.2 Figure 10.1 shows the parts of the survey area from where Dalston draws its comparison goods market share. It shows that Dalston draws market share from 10 of the 12 survey zones — but from most of these zones the market share attracted is under 10%. Dalston is located in zone 1 of the survey area and it draws its highest market share from this zone (15.4%). However this is a relatively low market share and shows that the majority of residents in the Dalston area are travelling elsewhere for their comparison goods shopping, including Central London, Angel, and to lesser extents Stratford, Hackney Central and nearby Stoke Newington. In the 2005 Study, Dalston retained 17.8% of the comparison goods market share from zone 1, and therefore the proportion of expenditure which is being retained by the centre from its local catchment has reduced by 2.4 percentage points since the 2005 Study (Table 10.1).

Table 10.1: Comparison market share for Dalston and Hackney Central, 2005 & 2017

<table>
<thead>
<tr>
<th>Centre</th>
<th>Proportion of comparison goods expenditure from survey, 2005</th>
<th>Proportion of comparison goods expenditure from survey area, 2017</th>
<th>Change 2005-17 (%)</th>
<th>Proportion of comparison goods expenditure retained from local zone, 2005</th>
<th>Proportion of comparison goods expenditure retained from local zone, 2017</th>
<th>Change 2005-17 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dalston (zone 1)</td>
<td>8.2%</td>
<td>5.7%</td>
<td>-2.5%</td>
<td>17.8%</td>
<td>15.4%</td>
<td>-2.4%</td>
</tr>
<tr>
<td>Hackney Ctl (zone 2)</td>
<td>4.3%</td>
<td>7.1%</td>
<td>+2.8%</td>
<td>11.0%</td>
<td>24.7%</td>
<td>+13.7%</td>
</tr>
<tr>
<td>Stoke N’ton (zone 9)</td>
<td>2.5%</td>
<td>5.2%</td>
<td>+2.7%</td>
<td>8.3%</td>
<td>28.5%</td>
<td>+20.2%</td>
</tr>
</tbody>
</table>

Source: 2017 data from Table 4 and Table 5a, Appendix I. 2005 data from Hackney Retail & Leisure Study 2005, Roger Tym & Partners, Appendix 4, Table 4.2.

10.3 As the highest order centre in the Borough we would consider this level of market share to represent something of an underperformance and reflects, as identified in our own assessment of the centre and findings of the household telephone survey, the fact that there are a number of gaps in the comparison goods offer of the centre, and quite a lot of duplication of the same type of lower-order comparison goods offer.

10.4 Based on the results of the household survey, a further £14.3m of comparison goods spend is directed to Kingsland Road local shopping centre, which abuts the southern end of Dalston major town centre. It is possible that some survey respondents may have confused the two locations in their responses, as we would consider this to represent a particularly strong trading performance for the local shopping centre, which has a fairly limited comparison goods offer. If the turnover of these two locations was combined, Dalston’s overall comparison goods turnover would be
871.4m, equivalent to 7.0% of total available comparison goods expenditure available to the survey area. This would still represent a 1.2 percentage point reduction from the equivalent figure in the 2005 Study.

**Figure 10.1: Dalston comparison goods market share by zone**

Source: NEMS Household Survey results (a larger version of this plan is provided at Plan 3, Volume II)

### Hackney Central district town centre

10.5 As we have set out in previous sections of this study, despite being a district town centre (the second tier in the Council’s hierarchy of centres), Hackney Central has the highest comparison goods turnover of any centre in the Borough, drawing £72.0m of comparison goods spend from the survey area, equivalent to 7.1% of total available comparison goods spend. This can be attributed to the fact that Hackney Central has a number of stronger ‘anchor’ comparison goods retailers compared to Dalston, such as Primark, Marks & Spencer and, as a recent addition to the centre, TK Maxx.

10.6 Hackney Central’s catchment area is shown in Figure 10.2, which shows that the centre draws market share from each of the 12 zones of the survey area — but as with Dalston the market share from most zones is under 10%. However Hackney has a slightly stronger core catchment, covering zone 2 (Hackney Central falls within this zone) and the adjacent zone 6. The centre draws a comparison goods market share of 24.7% from zone 2, and 20.3% from zone 6, and therefore retains a higher proportion of comparison goods expenditure from its local catchment than Dalston. The centre also draws a 13.2% market share from zone 4 (London Fields) and a 12.2% market share from zone 5 (Hackney Wick).

10.7 Encouragingly, the proportion of comparison goods expenditure which the centre retains from its local zone (zone 2) has increased from 11.0% in 2005 to 24.7% in 2017 (see Table 10.1), suggesting Hackney Central has considerably strengthened its role and function as a comparison goods shopping location meeting the needs of local residents considerably in the intervening period.

10.8 Clearly, many residents in the Hackney Central area continue to travel to other higher-order destinations for their comparison goods shopping, which is to be expected given the strength of the offer in surrounding locations. Key competing destinations for residents in the include Stratford (20.8% market share from zone 2), Central London (10.1%), Leyton Mills (9.9%) and Dalston (7.7%). There are no flows of expenditure from the Hackney Central area to Stoke Newington.
Stoke Newington district town centre

10.9 Stoke Newington district town centre achieves the third highest comparison goods turnover of any centre in the Borough, with £52.5m of comparison goods spend attracted from the survey area, equivalent to 5.2% of total available comparison goods spend. This figure includes comparison goods turnover attracted to both Stoke Newington district town centre and Stoke Newington High Street local shopping centre, given the overlapping functional relationship which these centres have.

10.10 Stoke Newington falls within zone 9 of the survey area and its catchment area can be seen in Figure 10.3. The centre draws a 28.5% market share from its ‘local’ zone, which we consider to represent a good performance. It also draws a 9.8% market share from zone 6 (Hackney Downs) and a 9.1% market share from zone 8 (Stamford Hill), which are both adjacent zones. Beyond this the influence of Stoke Newington as a comparison goods shopping destination diminishes. The key competing destination for comparison goods spending is Central London, which attracts a market share of 23.7% from zone 9.
10.11 As shown in Table 10.1, Stoke Newington has, like Hackney Central, significantly enhanced its draw as a comparison goods shopping location from its local area. The centre currently draws 5.2% of the overall comparison goods market share from the survey area, an increase from 2.5% at the time of the 2005 Study. More significant is the fact that the centre now accounts for 28.5% of the comparison goods spend for residents in the local area (zone 9), a significant increase from the equivalent figure of 8.3% identified in the 2005 Study. This clearly represents a positive development as it means a greater proportion of expenditure is retained within the local area, improving the sustainability of shopping patterns.

Finsbury Park district town centre

10.12 Finsbury Park does not attract a significant market share from across the survey area, due to its location on the western periphery of the survey area. The highest market share it attracts is 2.4% from zone 8. We would expect Finsbury Park to draw further market share from beyond the survey area but the relatively low market share will also, in part, be reflective of the fact that its comparison goods offer is relatively limited in scope and is, for the most part, quite downmarket.

Local shopping centres

10.13 A number of the local shopping centres also showed strong trading performances in the household telephone survey, in some cases in excess of what would be considered a ‘typical’ turnover for a local shopping centre. For example:

- **Stamford Hill** draws £30.8m of comparison goods spending from the survey area, including 23.8% of the market share from its local zone, zone 7, plus a 15.8% market share from zone 8.

- **Kingsland Road**, which draws £14.3m of comparison goods spend from the survey area, including a 7.8% market share from zone 1. As stated above, it is possible that some respondents to the household survey may have been referring to the adjacent Dalston major town centre in their responses, as based on our assessment the comparison goods offer of the centre is relatively limited.

- **Broadway Market** draws a comparison goods turnover of £11.6m from the survey area, which we consider is likely to reflect the fact that it plays host to a number of specialist comparison goods retailer boutiques, but also benefits from the popular Saturday street market to increase the attractiveness of the centre as a comparison goods shopping destination.
10.14 Other local shopping centres have a more limited comparison goods turnover of under £10m, which could be considered more in line with their role in function. The household survey results also identify that Shoreditch does not act as a significant comparison goods shopping destination, drawing a total of £6.8m of comparison goods spend from the survey area, equivalent to 0.7% of total comparison goods spend. However, Shoreditch does draw £4.0m of comparison goods spend from zone 3 (Hoxton), and clearly will also attract turnover both from outside the survey area, both from nearby locations such as the City of London, and also further afield, reflecting Shoreditch’s role as a tourist attraction and “destination”.

**Comparison goods trading performance**

10.15 Using the market shares attributed to each centre from the household telephone survey, and the baseline estimates of expenditure available to the survey area (as summarised in the previous section), we are able to calculate the comparison goods turnover of the higher-order comparison goods shopping locations in the Borough. This is a useful exercise because it shows the extent to which a centre is trading in line with expectations.

10.16 Table 8 of Appendix I shows that, on aggregate, comparison goods floorspace in the Borough is trading at £8,475 per sq.m. This is an aggregate trading performance, based on the turnover of town, district and local shopping centre, and also comparison goods floorspace within larger foodstores.

10.17 Table 10.2 shows the trading performance of the higher-order centres in the Borough, based on our understanding of the total amount of comparison goods floorspace in the centre applied to the comparison goods turnover achieved by the household telephone survey. It shows that:

- Hackney Central has the highest comparison goods sales density of any centre in the Borough, at £8,350 per sq.m. This is a strong trading performance, and arises because Hackney Central has a relatively high comparison goods turnover (£72.1m) but only c. 8,600 sq.m of net comparison goods floorspace.
- Dalston has a higher amount of comparison goods floorspace (c. 15,000 sq.m net) but a lower comparison goods turnover (£57.1m) based on the findings of the household telephone survey results, and therefore has a lower comparison goods sales density of £3,827 per sq.m. This reflects our comments highlighted previously that Dalston is currently underperforming as a comparison goods shopping destination.
- Stoke Newington achieves a comparison goods sales density of £7,092 per sq.m, which is considered to represent a good trading performance, reflective of both the popularity of Stoke Newington as a comparison goods shopping destination and the quality of the comparison goods offered in the centre.

**Table 10.2: Trading performance of larger centres in LB Hackney**

<table>
<thead>
<tr>
<th>Centre</th>
<th>Comparison goods turnover from survey area (£m)</th>
<th>Estimated comparison goods floorspace (sq.m net)</th>
<th>Turnover per sq.m (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dalston</td>
<td>57.1</td>
<td>14,928</td>
<td>3,827</td>
</tr>
<tr>
<td>Hackney Central</td>
<td>72.0</td>
<td>8,628</td>
<td>8,350</td>
</tr>
<tr>
<td>Stoke Newington</td>
<td>52.5</td>
<td>7,402</td>
<td>7,092</td>
</tr>
</tbody>
</table>

Source: Table 6, Table 8, Appendix I

**Identification of comparison goods capacity**

10.18 Having undertaken the above assessment of trading performance, we are in a position to establish the quantum of new comparison goods floorspace which the Council should seek to plan for over the study period to 2033. In assessing the capacity for future comparison goods floorspace, we have assumed that existing comparison goods floorspace stock across the Borough will improve its sales efficiency (i.e. its turnover per sq.m) over the course of the study period. We have assumed that new comparison goods floorspace would achieve a sales density in the region of £7,500 per sq.m, which is considered to be a reasonable proxy for trading performance of new comparison goods floorspace, taking into account the current considerable variances of trading performance of the different centres in the Borough (as shown above).

10.19 In identifying capacity, it is important to note that forecasts become increasingly open to margins of error over time, and accordingly should be refreshed throughout the Council’s Local Plan period. The capacity figures identified for the period beyond the next ten years should accordingly be considered indicative only (these are shown italicised in the summary capacity tables set out in Appendix I).
In identifying future retail capacity it is also necessary to take into account ‘commitments’ for new retail floorspace, which will act as ‘claims’ on the amount of comparison goods spending which is available to support new floorspace. Commitments are developments for new retail floorspace which have been granted planning permission but which were not built/trading at the time of the household telephone survey undertaken in support of this study.

The commitments for new comparison goods floorspace are shown in Table 7 of Appendix I: the Council have advised us of a number of extant ‘commitments’ for new floorspace in the Borough, the majority of which relate to development sites in the Shoreditch area. In all cases, the Council have granted flexible consents for the floorspace in question, meaning that the exact quantum of comparison (or convenience) floorspace which could come forward is not known. For the majority of the commitments listed in Table 7 of Appendix I, we have assumed that up to 50% of the net sales area could come forward as comparison goods floorspace.

In total, we have assumed the commitments will account for 25,332 sq.m gross / 20,666 sq.m net floorspace, of which 10,014 sq.m net will be used for the sales of comparison good. It is estimated that this comparison goods floorspace will achieve a turnover of £60.4m in 2020, increasing to £69.4m by 2033. In light of the caveat set out above, these turnover figures should be considered indicative however.

The ‘baseline’ comparison goods capacity for the Borough is summarised in Table 10.3. This is the forecast comparison goods ‘need’ for the Borough based on Experian population projections, national average comparison goods expenditure growth and ‘special forms of trading’ such as online shopping. It is, in common with all capacity forecasts set out in this study, based on a ‘constant market share’, i.e. assuming that current patterns of shopping, as identified by the household telephone survey, remain unchanged.

| Table 10.3: Comparison goods floorspace need, LB Hackney (baseline forecast) |
|------------------|---------|---------|---------|
| Baseline comparison goods floorspace need (sq.m net) | 2022 | 2027 | 2033* |
| -1,100 | 6,100 | 19,500* |

| Source: Table 8, Appendix I |
| *Indicative only, subject to review. Figures are cumulative. Assumes constant market shares.

Table 10.3 shows that, in the short term (i.e. to 2022) there is no requirement for the Council to plan for additional comparison goods floorspace, as the turnover of the extant planning commitments listed at Table 7 of Appendix I is, at an estimated £60.4m, in excess of the amount of growth in comparison goods spending which is expected to come forward by this time, although we repeat our advice that the turnover of the commitments can only be considered indicative owing to the flexible nature of the planning permissions.

By 2027 there is a positive ‘need’ for new comparison goods floorspace of 6,100 sq.m net, which increases to 19,500 sq.m net by the end of the Council’s Plan period in 2033. However, we repeat our advice that longer-term forecasts beyond 2027 should be considered indicative and subject to further review.

As can be seen from Table 7 of Appendix I, the majority of the permissions for new retail floorspace in the Borough fall in the Shoreditch area. There are no extant permissions for new comparison goods floorspace in any of the existing higher-order centres of Dalston, Hackney Central, Stoke Newington or Finsbury Park. The lack of quantitative need should not prevent the Council seeking to bring forward additional comparison goods floorspace (of an appropriate scale) in their network of centres in order to assist in meeting the qualitative deficiencies in the offer of the centres which this study has identified.

Comparison goods ‘scenario testing’

The above comparison goods capacity forecasts represent the ‘baseline’ forecasts which the Borough should plan for, based on guidance on expenditure growth and growth in ‘special forms of trading’ such as online shopping published by Experian. The SFT figures used by Experian are UK averages. In addition to this ‘baseline’ forecast we have undertaken a ‘scenario test’ which assesses the ‘need’ for comparison goods floorspace which arises if a locally-derived level of comparison goods online shopping is adopted in place of the current UK average SFT figure.

14 Details of the assumptions applied to each commitment are shown in the footnotes to Table 7 of Appendix I.

15 We have assumed a gross: net ratio of 80% for all commitments.
Based on data obtained from the household telephone survey, on average residents in the survey area undertake 22.9% of their comparison goods shopping online. This is substantially above the national average figures which we have tested in the ‘baseline’ assessment above (information from Experian indicates that the current UK average for comparison goods SFT is 13.8%), meaning that online shopping for convenience goods acts as a greater ‘claim’ on total available expenditure than is the case when applying the UK average SFT figure.

We have therefore, in the scenario test modelling, applied a SFT figure of 22.8% to the total amount of comparison goods expenditure available to the survey area, and then increased this SFT figure in line with the rates of comparison goods SFT growth forecast by Experian (+2.0 percentage points 2017-22; +0.3 percentage points 2022-27 and +0.3 percentage points 2027-33).

The modelling undertaken in support of this scenario test is set out at Tables B1-B8 of Appendix I, and shows that:

- When making allowance for the higher rates of SFT, there is currently £903.8m of comparison goods expenditure available to the survey area reduced from £1,010.5m (under the ‘baseline’ scenario) to £903.8.
- By 2033, there will be £1,661.3m of comparison goods expenditure available to the survey area, reduced from £1,864.2m under the ‘baseline’ scenario.
- Growth in comparison goods expenditure across the survey area is therefore reduced from £853.7m to £757.4m.

The lower levels of comparison goods expenditure growth which come forward under this scenario mean that the ‘need’ for new comparison goods floorspace is reduced relative to the ‘baseline’ position. The resultant ‘need’ forecasts are summarised in Table 10.4.

Table 10.4: Comparison goods floorspace need, LB Hackney (baseline forecast and adjusted forecasts)

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2027</th>
<th>2033*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline comparison</td>
<td>-1,100</td>
<td>6,100</td>
<td>19,500*</td>
</tr>
<tr>
<td>goods floorspace need</td>
<td>(sq.m net) (Table 10.3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comparison goods</td>
<td>-1,700</td>
<td>4,700</td>
<td>16,600*</td>
</tr>
<tr>
<td>floorspace need –</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>local SFT scenario</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>test</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Table 8, Appendix I / Table B8, Appendix I

*Indicative only, subject to review. Figures are cumulative. Assumes constant market shares.

Table 10.4 shows that under this scenario there remains no requirement for the Council to plan for any additional comparison goods floorspace by 2022. By 2027, the ‘need’ for new comparison goods floorspace reduces from 6,100 sq.m net (under the ‘baseline’) to 4,700 sq.m net. By the end of the plan period, the ‘need’ for new comparison goods floorspace reduces from 19,500 sq.m net at 2033 (under the ‘baseline’) to 16,600 sq.m net.

Accordingly, it is recommended that the figures set out in Table 10.4 represent the upper and lower forecasts for comparison goods need which the Council should plan for in its new Local Plan. Again, we repeat our advice that longer-term forecasts beyond 2027 should be considered indicative and subject to further review during the Plan period.

Convenience goods shopping patterns

In the remainder of this section, we set out the capacity for additional convenience goods floorspace in the Borough over the study period to 2033. Our discussion follows the same format as for the comparison goods capacity forecasts set out above. The discussion set out below should be read in conjunction with the tabulations set out at Appendix II.

Table 10.5 shows the most popular convenience goods shopping locations for residents in zones 1-9, which the zones of the survey area which fall within LB Hackney. The key findings to take from this table are that:

- food shopping patterns in the Borough are complex, and in most zones residents visit a large number of stores/centres to undertake their food shopping. This is confirmed by the fact that in only one zone — zone 1 — does a single foodstore capture more than 25% of the total market share. In the case of zone 1, the Sainsbury’s store in Dalston attracts a market share of 31.3%
• For zones 2, 4, 5, 7 and 8, the most popular foodstore achieves a market share of between 20% and 30%, and in each of these zones there is a second store which attracts a market share of between 10 and 20%. These suggest there is a reasonable level of food shopping options for residents in these zones.

• Zone 3 (Shoreditch/Hoxton) is poorly provided for in terms of foodstores. The most popular foodstore in this zone, the Iceland in Hoxton, attracts a market share of 10.0%. Many residents in zone 3 are travelling some distance – to stores in Angel, Bethnal Green or Hackney – for their food shopping, and there is potential for the sustainability of shopping patterns in this part of the Borough to be improved.

• Areas of the Borough that are well provided in terms of foodstore coverage are the Hackney Central / Mare Street / Well Street corridor, which includes the Tesco stores in Hackney Central and Well Street centres, plus a Lidl Store at the Well Street / Mare Street junction, two Iceland stores and a M&S foodhall.

• The Tesco store in Hackney Central is the most popular food shopping destination for residents in zone 2, and also features in the top three most popular foodstores in three further survey zones

• Table 10.5 also shows that the Stoke Newington / Stamford Hill area is well provided for, with the Morrisons store in Stoke Newington the most popular foodstore for residents in zone 7 and zone 8, and the second-most popular store for residents in zone 6 and zone 9.

• Finally, the importance of local shops can also be seen. This is particularly apparent in the case of Stoke Newington, where local convenience shops account for 25% of the market share for residents in zone 9. In Dalston, local convenience shops account for 10% of the market share of residents in zone 1.

Table 10.5: Most popular convenience goods shopping locations by zone (LB Hackney zones only)

| Zone 1 | Sainsbury’s, Dalston (31.3%) | Local shops, Dalston (10.0%) | Tesco Express, Dalston (6.2%) |
| Zone 2 | Tesco, Hackney Central (22.6%) | Sainsbury’s, Dalston (11.5%) | Tesco Metro, Well St (11.0%) |
| Zone 3 | Iceland, Hoxton (10.0%) | Angel (various) (9.1%) | Bethnal Green (various) (7.3%) |
| Zone 4 | Tesco, Well Street (23.3%) | Lidl, Well Street (14.3%) | Tesco, Hackney Central (13.4%) |
| Zone 5 | Tesco, Well Street (23.3%) | Tesco, Hackney Central (15.6%) | Leyton (various) (11.2%) |
| Zone 6 | Leyton (various) (14.2%) | Morrisons, Stoke N’ton (12.6%) | Tesco, Hackney Central (9.8%) |
| Zone 7 | Morrisons, Stoke N’ton (27.2%) | Sainsbury’s, Stamford Hill (19.7%) | Asda, Stamford Hill (11.9%) |
| Zone 8 | Morrisons, Stoke N’ton (24.3%) | Harringay/Green Lanes (17.1%) | Sainsbury’s, Stamford Hill (12.8%) |
| Zone 9 | Local shops, Stoke N’ton (25.1%) | Morrisons, Stoke N’ton (11.6%) | Sainsbury’s, Dalston (7.2%) |

Source: Table 4, Appendix II. Note – market shares for zones 10-12 not shown as these zones fall outside LB Hackney.

10.36 With the exception of the trends discussed above in respect of Shoreditch, Table 10.5 indicates that convenience goods shopping patterns in the Borough are generally sustainable and there is not much evidence of residents needing to travel significant distances in order to undertake their convenience goods shopping.

Convenience goods performance assessment

10.37 In Tables 6 and 8 of Appendix II, we have undertaken an assessment of the trading performance of the convenience goods floorspace in the Borough, in order to establish whether floorspace is trading in line with expected ‘benchmark’ levels (i.e. company averages for national operators, or typical sales densities for independent retailers).
10.38 Table 8 of Appendix II shows that, on average, ‘main foodstore’ convenience goods floorspace in the Borough is trading extremely strongly, with an average sales density of £18,993 per sq.m. Whilst this reflects, as shown above, the fact that most residents in the Borough are undertaking their food shopping in medium to large-format foodstores, it also shows that these foodstores are trading particularly strongly. To put the above figure into context, the convenience goods sales density for the ‘big four’ supermarket retailers (Asda, Morrisons, Sainsbury’s and Tesco) ranges from c. £11,500 per sq.m to c. £13,500 per sq.m.

10.39 In Table 6 of Appendix II we set out the trading performance of individual ‘main foodstores’. It shows that, perhaps reflecting the relative paucity of large supermarkets across the Borough, the largest foodstores are trading very strongly – the turnover of the Sainsbury’s store in Dalston and Tesco stores in Hackney Central and Well Street are over double their respective company averages. Smaller convenience-format stores such as Sainsbury’s Local and Tesco Express are trading more closely in line with their respective company ‘benchmark’ levels.

10.40 Table 8 in Appendix II shows that, on average, ‘main foodstore’ convenience goods floorspace in the District is trading at £10,361 per sq.m, which is a relatively high sales density, and one which reflects the fact that the vast majority of convenience goods shopping in the District is undertaken in large-format foodstores (i.e. Asda, Sainsbury’s, Tesco and so on). The trading performance of the main foodstores in the Borough are summarised in Table 10.6 below.

Table 10.6: Most popular convenience goods shopping locations by zone (LB Hackney zones only)

<table>
<thead>
<tr>
<th>Store</th>
<th>Estimated convenience goods sales area (sq.m net)</th>
<th>Estimated turnover per sq.m for operator (£)</th>
<th>‘Benchmark’ convenience goods turnover (£m)</th>
<th>Survey-derived convenience goods turnover (£m)</th>
<th>Difference between ‘benchmark’ and survey-derived convenience goods turnover (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-centre foodstores</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sainsbury’s, Dalston</td>
<td>2,230</td>
<td>12,181</td>
<td>27.2</td>
<td>50.1</td>
<td>+22.9</td>
</tr>
<tr>
<td>Tesco, Morning Lane</td>
<td>1,393</td>
<td>11,619</td>
<td>16.2</td>
<td>39.2</td>
<td>+23.0</td>
</tr>
<tr>
<td>M&amp;S, Mare Street</td>
<td>750</td>
<td>11,119</td>
<td>8.3</td>
<td>10.2</td>
<td>+1.8</td>
</tr>
<tr>
<td>Sainsbury’s, Stamford Hill</td>
<td>1,289</td>
<td>12,181</td>
<td>15.7</td>
<td>18.1</td>
<td>+2.4</td>
</tr>
<tr>
<td>Asda, Stamford Hill</td>
<td>977</td>
<td>13,350</td>
<td>13.0</td>
<td>9.7</td>
<td>-3.3</td>
</tr>
<tr>
<td>Tesco Metro, Well Street</td>
<td>996</td>
<td>11,619</td>
<td>11.6</td>
<td>29.5</td>
<td>+17.9</td>
</tr>
<tr>
<td>Edge/out-of-centre main stores</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morrisons, Stoke Newington</td>
<td>2,583</td>
<td>12,857</td>
<td>26.6</td>
<td>43.5</td>
<td>+16.9</td>
</tr>
<tr>
<td>Lidl, Well Street</td>
<td>743</td>
<td>7,000</td>
<td>5.2</td>
<td>24.0</td>
<td>+18.8</td>
</tr>
</tbody>
</table>

Source: Table 6, Appendix II. Excludes convenience stores (e.g. Tesco Express, Sainsbury’s Local etc.

10.41 As can be seen from Table 10.6, both the Sainsbury’s store in Dalston and Tesco store in Hackney Central are ‘over-trading’ by over £20m compared to company average levels, whilst the Morrisons store in Stoke Newington, the Tesco Metro store in Well Street and the Lidl store in Well Street are ‘over-trading’ by c. £17m, c. £18m and c. £19m respectively. These are strong levels of trading performance and suggest a pent-up need across much of the Borough for additional medium to larger-format foodstores.

Identification of convenience goods capacity

10.42 Having set out the population and expenditure growth expected to come forward in the convenience goods sector (Section 9) and undertaken the analysis of shopping patterns (above), Table 10.7 shows the capacity for additional convenience goods floorspace in the Borough. As with the comparison goods capacity forecasts set out above, it is important to note that forecasts become increasingly open to margins of error over time, and should be refreshed over the Council’s Local Plan period. We therefore again advise that capacity forecasts identified for the period beyond 2027 are considered indicative. In addition, findings should be considered alongside our qualitative assessments set out earlier in this report, as low / negligible capacity does not, in itself, mean there is no ‘need’ for additional floorspace.
As with the comparison goods capacity forecasts, we have made allowance for 'commitments' for new convenience goods retail floorspace to come forward, which reduce the capacity available to support the new development of new convenience goods floorspace. The commitments are listed at Table 7 of Appendix II, and reflect those set out for the comparison goods need assessment described above.

As noted previously, most of the 'commitments' are flexible permissions and therefore the exact amount of convenience goods floorspace which could come forward cannot be confirmed. For the purposes of our capacity forecasts we have assumed that 25% of the net sales area of all commitments (with the exception of the small commitment at Paul Street, Shoreditch) will be used for the sale of convenience goods. The majority of the committed floorspace is in the Shoreditch area.

Based on the above assumptions, we assume the commitments will account for 4,983 sq.m net of convenience goods floorspace, achieving a turnover of £25.3m in 2022, £25.7m in 2027 and £26.1m in 2033. In light of the caveats set out above, these turnover figures should be considered indicative.

The ‘baseline’ convenience goods capacity for the Borough is summarised in Table 10.7. This is the forecast comparison goods ‘need’ for the Borough based on Experian population projections, national average comparison goods expenditure growth and ‘special forms of trading’ such as online shopping. Again, the capacity forecasts are based on a ‘constant market share’, i.e. assuming that current patterns of convenience goods shopping, as identified by the household telephone survey, remain unchanged.

Table 10.7: Convenience goods floorspace need, LB Hackney (baseline forecast)

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2027</th>
<th>2033*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline convenience goods floorspace need (sq.m net)</td>
<td>9,200</td>
<td>9,900</td>
<td>11,000*</td>
</tr>
</tbody>
</table>

Source: Table 8, Appendix II
*Indicative only, subject to review. Figures are cumulative. Assumes constant market shares.

Table 10.7 shows that there is a positive ‘need’ for new convenience goods floorspace in the Borough throughout the study period, with a requirement of 9,200 sq.m net additional convenience goods floorspace by 2022, increasing to 9,900 sq.m net by 2027 and, indicatively, 11,000 sq.m net by 2033. These are relatively high ‘need’ figures and arise because, as summarised in Table 10.6, the majority of existing convenience goods floorspace in the Borough is trading particularly strongly when compared to expected ‘benchmark’ levels and generates a requirement for new floorspace, to enable existing foodstores to trade closer to ‘benchmark’ levels.

Convenience goods ‘scenario testing’

Reflecting the approach set out above in respect of comparison goods capacity forecasts, we have also undertaken a ‘scenario test’ of the above ‘baseline’ convenience goods need figures to reflect that convenience goods online shopping in the survey area is also higher than the UK average figures provided by Experian which are used to inform the ‘baseline’ figures set out in Table 10.7. This again means that online shopping accounts for a greater ‘claim’ on expenditure available to residents of the survey area than is the case if the UK average figures are applied.

Data from the household survey results shows that 6.7% of residents in the survey area undertake their convenience goods shopping online; the current UK average (as provided by Experian) is 3.2%. We have therefore, in the scenario test modelling, applied a SFT figure of 6.7% to the total amount of convenience goods expenditure available to the survey area, and then increased this SFT figure in line with the rates of convenience goods SFT growth forecast by Experian (+0.9 percentage points 2017-22; +0.6 percentage points 2022-27 and +0.4 percentage points 2027-33).

The modelling undertaken in support of this scenario test is set out at Tables B1-B8 of Appendix II, and shows that:

- When making allowance for the higher rates of SFT, there is currently £684.6m of convenience goods expenditure available to the survey area, reduced from £710.3m under the ‘baseline’ convenience goods scenario;
- By 2033, there will be £799.2m of convenience goods expenditure available to the survey area, reduced from £829.9m under the ‘baseline’ convenience goods scenario;
- Growth in convenience goods expenditure across the survey area is therefore reduced from £119.5m (under the ‘baseline’ scenario) to £114.6m.
10.51 As with the comparison goods scenario test forecasts set out above, the lower levels of convenience goods expenditure growth which come forward under this scenario mean that the ‘need’ for new convenience goods floorspace is reduced relative to the ‘baseline’ position. The resultant ‘need’ forecasts are summarised in Table 10.8.

### Table 10.8: Convenience goods floorspace need, LB Hackney (baseline forecast and adjusted forecasts)

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2027</th>
<th>2033*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline convenience goods floorspace need (sq.m net) (Table 10.7)</td>
<td>9,200</td>
<td>9,900</td>
<td>11,000*</td>
</tr>
<tr>
<td>Convenience goods floorspace need – local SFT scenario test</td>
<td>8,200</td>
<td>9,000</td>
<td>10,000*</td>
</tr>
</tbody>
</table>

Source: Table 8, Appendix I / Table B8, Appendix II

*Indicative only, subject to review. Figures are cumulative. Assumes constant market shares.

10.52 Table 10.8 shows that under this scenario the Council will still need to plan for the provision of considerable additional convenience goods floorspace over its new Plan period. The requirement for additional convenience goods floorspace decreases slightly to 8,200 sq.m net (from 9,200 sq.m net) at 2022, and to 9,000 sq.m at 2027 (from 9,900 sq.m net). By the end of the Plan period the convenience goods requirement reduces to (indicatively) 10,000 sq.m net.

10.53 It is therefore recommended that the figures set out in Table 10.8 represent the upper and lower forecasts for convenience goods need which the Council should plan for in its new Local Plan. Again, we repeat our advice that longer-term forecasts beyond 2027 should be considered indicative and subject to further review during the Plan period.

**Summary of the ‘need’ for new floorspace**

- In this section we have set out a summary of the baseline quantitative ‘need’ for new comparison and convenience goods floorspace in the Borough, based on the findings of the household telephone survey which has identified current patterns of shopping, applied to our forecasts of population and expenditure growth.

- We have also identified the core catchment areas of the higher-order centres in the Borough, showing the parts of the survey area from which each centre draws its trade, and how market shares have changed since the Council’s previous study in 2005.

- Our analysis has shown that whilst each of the higher-order centres continues to have a strong, fairly localised catchment, the market share of Dalston town centre has reduced since the previous study, meaning that a lower proportion of comparison goods expenditure from the local area is spent in the centre, relative to the position in the 2005 Study. Conversely, Hackney Central has increased its market share from its local catchment, suggesting the comparison goods retail offer of the centre has strengthened.

- We have identified that the Council should plan for the development of between 4,700 and 6,100 sq.m net additional comparison goods floorspace by 2027, and indicatively between 16,600 and 19,500 sq.m net additional comparison goods floorspace by 2033.

- The Borough is served by a network of foodstores, including many which perform important roles as ‘anchor’ stores in the network of town, district and local shopping centres – examples of these include Sainsbury’s in Dalston and Tesco in Hackney Central. The findings of the household survey indicate that the majority of foodstores in the Borough are trading well, and there are four foodstores in the Borough (Sainsbury’s in Dalston, Tesco in Hackney Central and Well Street and Lidl in Well Street) which are each trading at over £15m above company average levels.

- We have identified that the Council should plan for the development of between 9,000 and 9,900 sq.m net additional convenience goods floorspace by 2027 and, indicatively, between 10,000 and 11,000 sq.m net by 2033. The ‘need’ for new convenience goods floorspace in the Borough largely arises as a consequence of the ‘over-trading’ of existing foodstores in the Borough.

- We would advise that forecasts beyond 2027 are considered indicative and should be subject to review throughout the Council’s new Local Plan period.
11 Commercial leisure assessment

As we have previously identified in this study, commercial leisure uses are making an increasingly important contribution to the vitality and viability of town centres at all levels in the retail hierarchy, but particularly medium-sized and smaller centres including those within the Borough. Indeed our ‘health check’ assessments set out previously in this study have identified that commercial leisure uses, in particular ‘evening economy’ uses such as bars, clubs, music venues and cinemas, make an active contribution to the overall vitality and viability of the some of the Borough’s larger centres.

In this section we review the commercial leisure offer of the Borough in further detail, drawing on the findings of the household telephone survey undertaken in support of this study, and identifying the amount of growth which is expected to come forward in the commercial leisure sector. We use the term ‘commercial leisure’ to cover town centre-based leisure activities such as bars, pubs, restaurants, cafes, cinemas, theatres, cultural venues such as museums and exhibition spaces, health & fitness facilities, and entertainment facilities such as ten-pin bowling, ice skating and bingo.

Patterns of commercial leisure visits

11.1 Firstly, we identify the patterns of commercial leisure visits which residents in the survey area are currently undertaking, based on the findings of the household telephone survey. The findings of the household telephone survey confirm the following patterns of commercial leisure activity for residents in the survey area:

- 52% of residents in the survey area visit restaurants in the evening;
- 51% of residents in the survey area visit cinemas;
- 45% of residents in the survey area visit cafes/restaurants during the daytime;
- 41% of residents in the survey area visit cultural facilities;
- 37% of residents in the survey area visit pubs and bars;
- 36% of residents in the survey area visit the theatre;
- 24% of residents in the survey area visit health & fitness facilities;
- 22% of residents in the survey area visit live music / gig venues;
- 11% of residents in the survey area visit entertainment venues; and
- 5% of residents in the survey area visit nightclubs.

11.2 We discuss each of these categories in further detail below.

Restaurants

<table>
<thead>
<tr>
<th>Most popular destination</th>
<th>2nd-most popular destination</th>
<th>3rd-most popular destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angel (20%)</td>
<td>Stoke Newington (20%)</td>
<td>Dalston (12%)</td>
</tr>
</tbody>
</table>

Source: NEMS Household Survey results

11.3 As stated above, visiting restaurants is the most popular commercial leisure activity for residents in the survey area, with just over half of all respondents stating they undertake in this type of activity. The two most popular destinations for this are Angel / Upper Street and Stoke Newington Church Street, each of which attract a market share of 20% from the survey area. Angel in particular has a noticeably good range of restaurants, including a strong national operator-focused offer which includes popular brands such as Carluccio’s, Pizza Express, Byron, MeatLiquor, Cote Brasserie, Wahaca and Five Guys. The majority of the national restaurant operators trading in Angel are not currently doing so in centres in LB Hackney, although there are some exceptions with operators such as Nando’s trading in both Angel and Dalston, for example. Angel also has a strong independent restaurant sector, particularly towards the northern half of the centre (towards Highbury Comer) which is readily accessible for much of the western part of the Borough.

11.4 Angel does, however, attract its strongest market shares from those zones which fall outside the Borough – zone 10 (Highbury, 64% market share) and zone 11 (Canonbury, 57% market share). It also attracts a 16% market share from zone 1 (Dalston) and 11% market share from zone 3 (Shoreditch/Hoxton).
11.5 Stoke Newington also has a strong restaurant offer and, whilst not comparable in terms of its diversity to Angel on account of the smaller size of the centre, nevertheless offers a good range of restaurants. It is apparent that the offer of the centre has strengthened considerably in recent years. The offer in Stoke Newington is more orientated towards the independent sector, particularly along Church Street, and generally appears to be of a high quality. There are a handful of national operators present in the centre, including Franco Manca and Nando’s.

11.6 Positively, Stoke Newington attracts over three-quarters of the market share from its local zone, zone 9, suggesting that the restaurant offer of the centre is well used by local residents. It also attracts strong market shares from the adjacent zone 7 (Stamford Hill, 54% market share) and zone 8 (Woodberry Down, 44% market share), where there are no other centres which compete with Stoke Newington for market share, as well as a 38% market share from zone 6 (Hackney Downs/Lower Clapton). Stoke Newington therefore has a strong, clearly defined catchment area where it is the dominant centre.

11.7 Our health check assessment has identified that Dalston has a relatively limited offer for its role and function as the highest order centre in the Borough, and the centre draws an overall market share of 12% from the survey area. Positively however, the centre attracts a strong market share of 40% from its ‘local’ zone, zone 1. Dalston also attracts a market share of 17% from zone 2, 14% from zone 5, 12% from zone 11 and 11% from zone 11, but its influence beyond this is limited.

11.8 Other centres have a more limited influence over the survey area – for example Hackney Central only attracts a 5% market share from the overall survey area, although it does attract a market share of 33% from its ‘local’ zone, zone 2. Shoreditch attracts a 7% market share from the survey area, including a 26% market share from its local zone, zone 3. The borough’s network of local shopping centres do not feature prominently in the survey results for this leisure category.

**Cinemas**

<table>
<thead>
<tr>
<th>Most popular destination</th>
<th>2nd-most popular destination</th>
<th>3rd-most popular destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hackney Picturehouse, Hackney Central</td>
<td>Vue, Islington (21%)</td>
<td>Rio, Dalston (15%)</td>
</tr>
<tr>
<td>(29%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: NEMS Household Survey results

11.9 Visiting the cinema was identified in the household survey results as being the second-most popular form of commercial leisure activity which residents participate in, with just over 50% of respondents stating they undertake this activity. The most popular cinema in the survey area is the Hackney Picturehouse on Mare Street, Hackney Central, which accounts for 29% of all cinema trips from across the survey area, and over 50% of the market share from zone 2 (Hackney Central, market share 67%), zone 5 (Hackney Wick, market share 60%) and zone 4 (London Fields, market share 57%), as well as a 48% market share from zone 6 (Hackney Downs). The cinema draws a market share from each of the 12 survey zones and therefore appears to be a particular popular location; its catchment is shown mapped at Figure 8.1 below.

11.10 Hackney Picturehouse forms part of the defined Hackney Central District Town Centre and therefore its popularity can have positive implications for the wider vitality and viability of the centre, although there may be a need to enhance the range of supporting uses to enable benefits to be fully realised.
The second-most popular location for cinema visits is the Vue cinema in the N1 Centre in Angel. Again, this draws a market share from each of 12 survey area zones, principally from zone 10 (63% market share), zone 11 (56% market share), zone 8 (25% market share), zone 3 (21% market share) and zone 1 (19%).

The Rio cinema in Dalston town centre attracts a market share of 15% from the survey area, but has a strong local catchment. From its local zone, zone 1, it attracts a market share of 35% — many residents in this zone also travel to Hackney and Angel, and therefore the cinema is in direct competition for market share with the above two facilities for residents in the Dalston area. However the Rio draws a stronger market share from zone 9 (Stoke Newington, market share 43%), and is the most popular cinema for residents living in this area by some margin. Beyond this the influence of the Rio on cinema visits becomes more limited.
In terms of other provision, some residents in zone 7 (Stamford Hill) and zone 8 (Woodberry Down) look towards cinema provision in Wood Green (market share of 23% and 14% respectively). Facilities in Stratford (Vue in Westfield and Picturehouse in Stratford town centre) do not attract significant market shares from the survey area, drawing a combined market share of 5%.

Overall we consider the network of cinemas within and surrounding the Borough to offer a good level of coverage and we do not consider there to be a qualitative need for additional facilities to be planned for.

**Daytime cafes/ restaurants**

<table>
<thead>
<tr>
<th>Most popular destination</th>
<th>2nd-most popular destination</th>
<th>3rd-most popular destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angel (17%)</td>
<td>Stoke Newington (17%)</td>
<td>Dalston (10%)</td>
</tr>
</tbody>
</table>

Source: NEMS Household Survey results

45% of respondents to the survey stated that they visit cafes or restaurants during the daytime, emphasising the importance of centres providing a wide range of these type of facilities support the principle shopping function of the centre, and to extend dwell time. The centre within the Borough which has the strongest ‘café culture’, Stoke Newington, scores positively in this respect, accounting for a 17% market share from across the survey area, and notably a particularly strong 71% market share from its local zone, zone 9. Indeed if we compare Stoke Newington’s local zone market share with those of Dalston (46% from zone 1) and Hackney Central (40% from zone 2), the strength of the offer in Stoke Newington is clearly demonstrated. Dalston attracts an overall market share of 10% from the survey area, followed by Hackney Central (9%) and central London (8%).

To a large extent, the market shares attracted for this type of leisure trip are also likely to be influenced by the attractiveness of the location as a shopping destination. Angel also attracts a market share of 17% from the survey area; as we have previously discussed this centre has a strong and wide-ranging comparison goods shopping offer.

Whilst most local shopping centres do not have a particularly strong provision in respect of this type of activity, reflecting their role and function in the Borough’s hierarchy, our health check assessments have identified that some of the Borough’s local shopping centres are well provided for in respect of uses of this nature, and accordingly attract strong market shares from their local catchment areas. For example, Lauriston Road local shopping centre attracts a...
market share of 23% from zone 4 and a 19% market share from zone 5; Chatsworth Road local shopping centre attracts a market share of 20% from zone 6; and Stamford Hill attracts a 17% market share from zone 7.

Cultural facilities

<table>
<thead>
<tr>
<th>Most popular destination</th>
<th>2nd-most popular destination</th>
<th>3rd-most popular destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central London</td>
<td>Geffrye Museum, Hoxton</td>
<td>V&amp;A Museum of Childhood, Cambridge Heath</td>
</tr>
<tr>
<td>(78%)</td>
<td>(8%)</td>
<td>(3%)</td>
</tr>
</tbody>
</table>

Source: NEMS Household Survey results

11.18 41% of respondents to the survey stated that they visit cultural facilities such as museums, exhibitions and art galleries. As would be expected, the world-class offer which central London provides in respect of this type of cultural activity means that it is overwhelmingly the most popular choice for residents in the survey area, accounting for over three-quarters of the market share for this leisure category. However two more local facilities also attracted market share — the Geffrye Museum in Hoxton accounted for 8% of trips and the V&A’s Museum of Childhood in Cambridge Heath (in LB Tower Hamlets) a 3% market share.

11.19 Although the findings of the survey results show that — as would be expected — the majority of respondents look towards central London, the Borough itself has a wealth of cultural facilities available for use by local residents and visitors. These include Hackney Museum, situated on the ground floor of the Technology and Learning Centre in Hackney Central district centre. The Museum hosts a number of temporary exhibitions each year, as well as a permanent collection, based around people who have lived in or migrated to the Borough.

11.20 Also within easy reach of Hackney Central is Sutton House, a Tudor house built in 1535 and currently under the ownership of the National Trust. It is the oldest property in Hackney. The property has been beautifully maintained and retains a number of its original features, including oak-panelled rooms, original carved fireplaces, and a courtyard. An adjacent plot of land known as Breake’s Yard has been repurposed as an urban garden incorporating art installations. The venue also hosts a number of exhibitions and has recently played a leading role in the National Trust’s celebrations of LGBTQ history, art and culture which have taken place throughout 2017.

11.21 The Geffrye Museum of the Home is located in Hoxton, exploring home and life from 1600 through to the present day, with the museum set around a series of living room displays depicting home life through these different eras. The museum is set in Grade I-listed Almshouses, formerly of the Ironmongers Company, constructed in 1714. Again, the museum also plays host to a series of temporary exhibitions, including a popular annual ‘Christmas Past’ exhibition where all of the period rooms are festively decorated. The museum is shortly to close for two years as part of a £18m redevelopment programme called ‘Unlocking the Geffrye’, which will deliver new exhibition floorspace, a new ‘Home Gallery and Library’, and improved visitor facilities including a new entrance from nearby Hoxton station.

11.22 Hackney has an important and well-developed reputation as a hub for visual arts, and there over thirty galleries in the Borough, in addition to several informal/temporary spaces which are used for exhibitions, examples including Hoxton Square in Hoxton and Gillett Square in Dalston.
Pubs and bars

<table>
<thead>
<tr>
<th>Most popular destination</th>
<th>2nd-most popular destination</th>
<th>3rd-most popular destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angel</td>
<td>Stoke Newington</td>
<td>Shoreditch</td>
</tr>
<tr>
<td>(19%)</td>
<td>(15%)</td>
<td>(10%)</td>
</tr>
</tbody>
</table>

Source: NEMS Household Survey results

11.23 Just over one-third of respondents (37%) stated that they visit pubs and bars. Reflecting the trends seen in the other eating/drinking leisure categories, Angel is by a small margin the most popular destination for residents in the survey area, attracting a 19% market share from across the survey area, ahead of Stoke Newington (15%). Angel draws a 74% market share from zone 11, a 56% market share from zone 10 and a 24% market share from zone 3, whilst Stoke Newington draws a 67% market share from its local zone, zone 9, plus a 46% market share from zone 7 (Stamford Hill), a 35% market share from zone 8 (Woodberry Down) and a 22% from zone 6 (Hackney Downs).

11.24 The third most popular destination for pubs & bars visits is Shoreditch, which attracts a 10% market share from the survey area as a whole, including a 43% market share from its local zone (zone 3) and a 29% market share from zone 12 (Bethnal Green). Our health check assessments have identified that this type of use is particularly prevalent in Shoreditch and that it is the key reason people visit the centre in the evenings and these survey results therefore confirm this. It is interesting to note that Shoreditch does not feature prominently as a destination in any of the other eating/drinking leisure categories, suggesting that the offer of the centre could be considered overly reliant on drinking venues, rather than providing a more balanced commercial leisure offer.

11.25 Dalston attracts a market share of just under 10% from the survey area, but again has a lower retention rate from its local zone (zone 1) when compared to Stoke Newington. 42% of respondents in zone 1 (which covers Dalston) stated that visit pubs/bars in Dalston, but 13% prefer to travel to Angel, 10% to Shoreditch, 10% to central London and 7% to Stoke Newington. Hackney Central attracts a 8% market share from the survey area, but manages to achieve a higher retention rate from its local zone (zone 2, 54%). Hackney Central also attracts a 23% market share from zone 5 (Hackney Wick).

11.26 Again, a number of the Borough’s local shopping centres perform strongly in this category, suggesting that they have a catchment which is somewhat larger than their local shopping centre classification might otherwise imply. For example, Broadway Market attracts a 25% market share from zone 4 (London Fields); Lauriston Road attracts a market share of 34% from zone 4 and a 18% market share from zone 5 (Hackney Wick). The offer in both of these centres is relatively upmarket, and Lauriston Road in particular contains a number of ‘gastropub’-type operators. Lower Clapton Road attracts a 40% market share from residents in zone 6 (Hackney Downs), whilst Upper Clapton Road attracts a 27% market share from zone 7 (Stamford Hill). In the case of Upper Clapton Road, whilst we did not observe any pubs within the centre itself, it is possible that respondents were referring to the Crooked Billet public house to the south of the centre.

Theatre

<table>
<thead>
<tr>
<th>Most popular destination</th>
<th>2nd-most popular destination</th>
<th>3rd-most popular destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>West End / Central London</td>
<td>Arcola, Dalston</td>
<td>Hackney Empire, Hackney Central</td>
</tr>
<tr>
<td>(62%)</td>
<td>(13%)</td>
<td>(10%)</td>
</tr>
</tbody>
</table>

Source: NEMS Household Survey results

11.27 Over one-third of respondents to the survey stated that they visit the theatre — as with our discussion of the cultural offer set out above, the proximity of the survey area to central London and in particular the West End’s wide range of theatres means that most of the market share will be accounted for by this location. However, the Borough is fortunate to benefit from seven theatre locations of its own, the two most prominent of which are the Arcola in Dalston and the Hackney Empire in Hackney Central. These are the second and third most popular destinations for residents in the survey area, attracting market shares of 13% and 10% respectively, and we consider this to be a positive result and one which demonstrates the importance these uses can contribute to the overall vitality and viability of the centres. Supporting these facilities are a number of smaller theatres — the Courtyard Theatre (Hoxton), Hoxton Hall (Hoxton), The Yard (Hackney Wick), Chat’s Palace (Homerton) and Graeae (Dalston). A number of these are also used as occasional live music venues.
11.28 The Arcola and the Hackney Empire to play different yet complementary roles. The Arcola was founded in 2000 and hosts plays, operas and musicals in a former paint factory on Ashwin Street in Dalston, centrally-located close to Kingsland Road and the two Overground stations. The building hosts two small studio theatre spaces, rehearsal space and a café bar. In 2011, the Arcola relocated from its original site on Arcola Street following its redevelopment for residential use. The theatre also hosts an extensive community engagement programme and offers the majority of its shows for under £20.

11.29 The Hackney Empire, meanwhile, is steeped in history, having been built in 1901, originally as a music hall. The building is Grade II*-listed, and occupies a prominent position within Hackney Central district town centre, adjacent to Hackney Town Hall and opposite the Picturehouse cinema. The venue offers a wide variety of entertainment, including comedy, children’s theatre, pantomimes as well as occasional live music performances. There was extensive investment in the theatre in the early 2000s to modernise and extend the building to allow it to accommodate a broader range of performances.

Other commercial leisure activities

11.30 Other types of commercial leisure activities have a more limited appeal to residents of the survey area, with under 25% of respondents stating that they participate in them:

- 24% of residents in the survey area visit health & fitness facilities. Stoke Newington attracts a market share of 19% from the survey area, followed by Angel (15%), Hackney Central (13%) and Shoreditch (9%). Dalston only attracts a market share of 2% from the survey area, and a 17% market share from its ‘local’ zone (zone 1), suggesting a paucity of facilities of this nature serving the Dalston area.

- 22% of residents in the survey area visit live music / gig venues. Dalston performs particularly strongly in this respect, attracting a market share from the survey area of 39% on account of the presence of venues such as Birthdays, Café OTO and the Shacklewell Arms. Other locations visited for live music are mostly in central London, but venues in Shoreditch such as Village Underground and The Old Blue Last also pick up some market share. There are over forty live music venues across the Borough as a whole, and it is clear that in some parts of the Borough they make a substantial contribution to the night-time economy.

- 11% of residents in the survey area visit entertainment venues, such as bowling, ice skating and bingo. The most popular destination for these uses is Rowans Bowling in Finsbury Park, which attracts a market share of 50% from the survey area (this facility falls just outside the Borough, within neighbouring LB Haringey). It is noteworthy that there are no entertainment facilities anywhere within the Borough itself.
5% of residents in the survey area visit nightclubs. Shoreditch is the most popular destination, attracting a 37% market share from the survey area, including over 50% of the market share in zone 1 (Dalston). Dalston itself attracts a market share of 22%, ahead of Angel (12%). Hackney Central attracts a market share of 6%.

Expenditure growth in the commercial leisure sector

11.31 By applying the Experian population projections which we have used as the basis of our retail capacity forecasts in the previous section, and applying these to the most up-to-date per capita data on leisure spending (Experian, 2015), we can obtain an indication of the likely growth in commercial leisure expenditure which is available to residents of the survey area.

11.32 Whilst not all of this expenditure can, by default, be used to support the development of new commercial leisure facilities in the survey area — particularly because some leisure spending is often accounted for by holidays, day trips, special occasions and so on, which may take place outside the survey area — it does provide an indication of the scope for additional floorspace which could be supported. The findings of the below assessment should be considered alongside our qualitative analysis set out above.

11.33 Experian provide per capita leisure expenditure data on the following categories of commercial leisure spending:

- ‘Cultural services’ - this includes spending on cinema, theatre, museums, live music/entertainment, nightclubs, bingo, and TV subscriptions such as Netflix. Across the survey area, average spend on this category is £234 per annum at 2017.

- ‘Recreation and sporting services’ - this includes spending on admission to spectator sports (e.g. watching football matches) and subscriptions to sports/social clubs. Across the survey area, average spend on this category is £173 per annum at 2017.

- ‘Restaurants and cafes’ - this includes spending in both restaurants and cafes, and also includes spending on ‘alcoholic drinks consumed outside the home’ (i.e. in pubs and bars) and on take-aways. Spending on this type of leisure service accounts for the majority of residents’ commercial leisure spend, and, at the zonal level, ranges from £1,027 (zone 5, 2017) to £1,953 (zone 9, 2017). Across the survey area, average spend on this category is £1,448 per annum at 2017.

11.34 Experian advise that spending on commercial leisure services will increase by 1.3% per annum between 2019 and 2023, and 1.5% per annum between 2023 and 2035, although it is expected to be more subdued in the period between 2017 and 2019. By applying the average zonal per capita spend on the different types of commercial leisure activity to Experian’s population projections for the survey area (see Table 1, Appendix I), the total ‘pot’ of commercial leisure expenditure available to residents of the survey area can be calculated. The results of this exercise are summarised in Table 11.1.

---

16 Source: Experian Retail Planner 14, November 2016, Figure 1a/1b
Table 11.1: Growth in commercial leisure spending in survey area, 2017-33

<table>
<thead>
<tr>
<th></th>
<th>2017 (£m)</th>
<th>2022 (£m)</th>
<th>2027 (£m)</th>
<th>2033 (£m)</th>
<th>Change, 2017-33 (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural services</td>
<td>97.8</td>
<td>109.0</td>
<td>122.9</td>
<td>142.4</td>
<td>+44.6</td>
</tr>
<tr>
<td>Recreation &amp; sporting services</td>
<td>76.2</td>
<td>84.9</td>
<td>95.8</td>
<td>110.9</td>
<td>+34.7</td>
</tr>
<tr>
<td>Food &amp; beverage</td>
<td>611.5</td>
<td>681.8</td>
<td>769.3</td>
<td>890.9</td>
<td>+279.3</td>
</tr>
<tr>
<td>(Of which, restaurants/ cafes)</td>
<td>301.5</td>
<td>336.1</td>
<td>379.3</td>
<td>439.2</td>
<td>+137.7</td>
</tr>
<tr>
<td>(Of which, pubs and bars)</td>
<td>142.0</td>
<td>158.4</td>
<td>178.7</td>
<td>206.9</td>
<td>+64.9</td>
</tr>
</tbody>
</table>

Source: Experian Micromarketer

Table 11.1 shows that the vast majority of the growth in the commercial leisure sector which is expected to come forward will be in the ‘food & beverage’ sector. Within this total growth of £279.3m, Experian forecast that:

- £137.7m of growth will be on spending in restaurants, cafes and dining out;
- £64.9m of growth will be on spending on ‘alcoholic drinks away from the home’, i.e. spending in pubs and bars;
- The remainder of ‘food & beverage’ expenditure growth (£76.7m) is accounted for by spending on take-away meals, other forms of take-away and snack food.

The Council will need to plan for growth in the first two of these categories within the wider ‘food & beverage’ sector – i.e. restaurants & cafes and pubs & bars. Our health check assessments set out in this report has demonstrated that these uses already play an important part in the vitality and viability of many of the Borough’s centres, and indeed some of the Borough’s local shopping centres are performing important functions as destinations for eating and drinking – notable examples including Broadway Market, Chatsworth Road and Lauriston Road. Table 11.1 confirms that there will be scope for further uses of this nature to be accommodated in the Borough over the course of the Council’s new Local Plan period.

**Conversion of expenditure growth to floorspace**

The methodology for converting commercial leisure expenditure growth to floorspace figures is less well established than that for convenience and comparison goods retail floorspace, the methodology for which we have set out in Section 9 of this report. It is not possible to provide floorspace ‘need’ figures for cultural venues such as cinemas and theatres, nor for recreation and sporting services. The Council should therefore consider any applications for new provision of this nature on its individual merits.

However it is possible to provide a broad indication of the level of ‘need’ for new class A3/A4 floorspace, i.e. for cafes, restaurants, pubs and bars, and this exercise is set out at Table 11.2 (for class A3 restaurants use) and Table 11.3 (for class A4 pubs/bars), and this exercise is set out at Tables L1 to L10d of Appendix IV (Volume 4), and summarised below. It is advised that the levels of need for these uses which we have identified should only be considered indicative because there is considerable difference in sales densities (turnovers per square metre) in these type of facilities.

We have used the findings of the household telephone survey to establish where residents are currently undertaking their visits to pubs, bars, cafes and restaurants, and converted these market shares to spending patterns by applying them to the total available spend summarised above. The household survey asks where residents undertake visits for restaurants and daytime cafes/restaurants as separate questions (the findings of which we have discussed above); in order to calculate the ‘need’ for new class A3 floorspace we have applied a 50:50 weighting to each of these sets of market shares, as both categories fall within class A3 use.

We have also made allowance for ‘commitments’ for new class A3 and A4 floorspace. As set out in the previous section, there have been a number of planning permissions granted for new floorspace in the Shoreditch area, on ground floors of wider mixed use developments. Many of the permissions are for flexible class A floorspace, meaning that some or all of the floorspace could come forward for class A3/A4 uses. In the majority of cases, we
have assumed that 50% of the floorspace will come forward for comparison goods retail, with 25% for class A3/A4 uses. 17.

- In identifying the need for new class A3/A4 floorspace we have allowed for ‘inflow’ of expenditure to the centres of Dalston, Hackney Central, Stoke Newington and Shoreditch, reflecting the fact that the on-street surveys undertaken in support of this study identified that many users of these centres travelled from outside of the Borough. The identified levels of inflow from the on-street survey are 24% for Dalston, 21% for Hackney Central, 14% for Stoke Newington and 68% for Shoreditch. 18.

- We have also undertaken a ‘scenario test’, whereby we have increased the amount of inflow into Dalston and Hackney Central, as both of these centres have important roles as evening economy destinations which, particularly in the case of Shoreditch, are likely to pull custom from a wider catchment area than their daytime roles. Accordingly, we have also tested a scenario to establish the needs arising from the levels of inflow increasing to 50% for Dalston (from 24%) and to 100% for Shoreditch (from 68%).

- We have adopted the above approach to inflow and scenario testing for calculating the need for both class A3 and A4 floorspace.

- In calculating the need for new class A3 floorspace, we have adopted a sales density (turnover per sq.m) of £6,600 per sq.m. In calculating the need for new class A4 floorspace, we have adopted a sales density of £5,300 per sq.m. These represent the current average sales densities for existing floorspace across the Borough. We have made allowance for both sales densities to improve their efficiency at a rate of 0.7% per annum throughout the study period to 2033.

- As with the retail capacity forecasts, it is recommended that figures beyond 2027 should be subject to further review during the Plan period.

**Class A3 floorspace need**

11.40 A summary of the indicative ‘need’ for new class A3 floorspace is set out by centre in Table L7a-Table L9d of Appendix IV. The ‘baseline’ need assessment, which we refer to as Scenario A, is shown in Table L7a. The ‘scenario test’ which allows for a higher rate of inflow to Dalston and Shoreditch is shown in Table L7b; we refer to this as Scenario B. The outputs of these two assessments are summarised in Table 11.2. The overall levels of class A3 need for the Borough are tempered by the considerable amount of consented floorspace in the Shoreditch area which acts as a ‘claim’ on the total amount of expenditure which can be used to support new floorspace. Indeed, as shown in Table 11.2, if the amount of floorspace we have tested in the commitments comes forward for class A3 uses, there is no requirement for any additional class A3 floorspace to be planned for in Shoreditch, as the consented floorspace generates an oversupply.

11.41 Table 11.2 shows that, across the Borough as a whole, there is a need to plan for between 1,800 and 2,100 sq.m class A3 floorspace at 2027, increasing to (indicatively) between 3,100 and 3,500 sq.m at 2033. This includes positive requirements for new class A3 floorspace in Dalston major town centre, the district town centres of Hackney Central and Stoke Newington, and a combined requirement of up to 800 sq.m for Finsbury Park district town centre and the local shopping centres.

---

17 Details of the assumptions applied to each commitment are shown in the footnotes to Table 7 of Appendix I.

18 We have also made an allowance of 10% inflow to Finsbury Park district town centre, reflecting the fact that the centre is located on the periphery of the study area and therefore some expenditure inflow is possible. Given our health check assessment has identified that Finsbury Park only performs a relatively limited role and function as a centre for uses of this nature we consider a 10% inflow figure to be reasonable. We have also adopted a 10% inflow figure for the Local Shopping Centres as a number of these - e.g. Broadway Market, Chatsworth Road - have a well developed café/bar/restaurant offer.
Table 11.2: Need for class A3 restaurant/café floorspace in LB Hackney at 2027 and 2033 – including commitments

<table>
<thead>
<tr>
<th>Centre</th>
<th>Minimum class A3 requirement at 2027 (Scenario A) (sq.m)</th>
<th>Maximum class A3 requirement at 2027 (Scenario B) (sq.m)</th>
<th>Minimum class A3 requirement at 2033 (Scenario A) (sq.m)</th>
<th>Maximum class A3 requirement at 2033 (Scenario B) (sq.m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dalston (Note 1)</td>
<td>800</td>
<td>900</td>
<td>1,000</td>
<td>1,200</td>
</tr>
<tr>
<td>Hackney Central</td>
<td>500</td>
<td>500</td>
<td>600</td>
<td>600</td>
</tr>
<tr>
<td>Stoke Newington (Note 2)</td>
<td>1,300</td>
<td>1,300</td>
<td>1,700</td>
<td>1,700</td>
</tr>
<tr>
<td>Finsbury Park and Local Shopping Centres (Note 3)</td>
<td>800</td>
<td>800</td>
<td>1,100</td>
<td>1,100</td>
</tr>
<tr>
<td>Shoreditch (potential new centre)</td>
<td>-1,500</td>
<td>-1,300</td>
<td>-1,300</td>
<td>-1,100</td>
</tr>
<tr>
<td>Total for LB Hackney</td>
<td>1,800</td>
<td>2,100</td>
<td>3,100</td>
<td>3,500</td>
</tr>
</tbody>
</table>

Notes:
- Figures include commitments for class A4 floorspace – see Table L7 of Appendix 3 for details of these.
- Scenario A is based on in-centre survey-derived levels of inflow. Scenario B is based on increased levels of inflow to Dalston and Shoreditch only.
- Note 1 – figure includes Dalston major town centre and Kingsland Road local shopping centre.
- Note 2 – figure includes Stoke Newington district town centre and Stoke Newington Church Street local shopping centre.
- Note 3 – combined figure for all local shopping centres excluding Kingsland Road and Stoke Newington Church Street.
- *indicative only, should be subject to further review.
- Figures are cumulative. Assumes constant market shares.

11.42 In addition, we have run a further set of capacity forecasts which identify the levels of ‘need’ arising if the consented floorspace in the Dalston and Shoreditch areas does not come forward for class A3 uses. It is considered that this is an eventuality which could potentially arise as the floorspace consented is, in most cases, flexible open A-class floorspace, meaning that there is no certainty A3 floorspace will form part of each development. The findings of this exercise are set out at L7c and L7d of Appendix IV, and are referred to as Scenario C and Scenario D (the different scenarios reflect the two different levels of expenditure inflow, as discussed above). The findings of this needs assessment are summarised in Table 11.3 below. If the ‘commitments’ for A3 floorspace are removed, the following levels of need arise:

- The need for class A3 floorspace in Dalston is between 800 and 1,000 sq.m at 2027, increasing to indicatively between 1,100 and 1,300 sq.m at 2033.
- The need for class A3 floorspace in Shoreditch is between 700 and 800 sq.m at 2027, increasing to indicatively between 900 and 1,100 sq.m at 2033.
- The need for class A3 floorspace in the other centres in the Borough is unchanged from that shown in Table 11.2, as there are no ‘commitments’ for new class A3 floorspace in these centres.
- The overall need for class A3 floorspace in the Borough is between 4,100 sq.m and 4,400 sq.m at 2027, increasing to indicatively between 5,400 sq.m and 5,800 sq.m at 2033.
### Table 11.3: Need for class A3 restaurant/café floorspace in LB Hackney at 2027 and 2033 – excluding commitments

<table>
<thead>
<tr>
<th>Centre</th>
<th>Minimum class A3 requirement at 2027 (Scenario C) (sq.m)</th>
<th>Maximum class A3 requirement at 2027 (Scenario D) (sq.m)</th>
<th>Minimum class A3 requirement at 2033 (Scenario C) (sq.m)*</th>
<th>Maximum class A3 requirement at 2033 (Scenario D) (sq.m)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dalston (Note 1)</td>
<td>800</td>
<td>1,000</td>
<td>1,100</td>
<td>1,300</td>
</tr>
<tr>
<td>Hackney Central</td>
<td>500</td>
<td>500</td>
<td>600</td>
<td>600</td>
</tr>
<tr>
<td>Stoke Newington (Note 2)</td>
<td>1,300</td>
<td>1,300</td>
<td>1,700</td>
<td>1,700</td>
</tr>
<tr>
<td>Finsbury Park and Local Shopping Centres (Note 3)</td>
<td>800</td>
<td>800</td>
<td>1,100</td>
<td>1,100</td>
</tr>
<tr>
<td>Shoreditch (potential new centre)</td>
<td>700</td>
<td>800</td>
<td>900</td>
<td>1,000</td>
</tr>
<tr>
<td>Total for LB Hackney</td>
<td>4,100</td>
<td>4,400</td>
<td>5,400</td>
<td>5,800</td>
</tr>
</tbody>
</table>

Notes:
- Figures exclude all planning commitments for flexible A-class floorspace.
- Scenario C is based on in-centre survey-derived levels of inflow. Scenario D is based on increased levels of inflow to Dalston and Shoreditch only.
- Note 1 – figure includes Dalston major town centre and Kingsland Road local shopping centre.
- Note 2 – figure includes Stoke Newington district town centre and Stoke Newington Church Street local shopping centre.
- Note 3 – combined figure for all local shopping centres excluding Kingsland Road and Stoke Newington Church Street.
- *indicative only, should be subject to further review.
- Figures are cumulative. Assumes constant market shares.

### Class A4 floorspace need (pubs/bars)

11.43 A summary of the indicative ‘need’ for new class A4 (bar/public house) floorspace is set out by centre in Table L10a—Table L10d of Appendix IV; our approach to identifying class A4 need reflects that set out above, with four need scenarios (Scenarios A to D) again run. The findings of Scenarios A and B are summarised in Table 11.4 below. The overall levels of class A4 need for the Borough are again reduced on account of the fact that there is a significant amount of class A4 floorspace already consented in the Shoreditch area which is treated as a ‘commitment’ for the purposes of this assessment.

11.44 Table 11.4 shows that the over-supply of floorspace in the Shoreditch area means that there is no Borough-wide requirement for additional class A4 floorspace over the period to 2027, and only a modest requirement of up to 900 sq.m over the period to 2033. However, when looking at the requirements for individual centres, there are positive requirements for Dalston major town centre, the district town centres and local shopping centres. However the requirements are relatively modest — under 400 sq.m at 2027 for each of Dalston and Hackney Central, under 600 sq.m for Stoke Newington, and a combined requirement of 600 sq.m for Finsbury Park and the local shopping centres.

### Table 11.4: Need for class A4 restaurant/café floorspace in LB Hackney at 2027 and 2033 – including commitments

<table>
<thead>
<tr>
<th>Centre</th>
<th>Minimum class A4 requirement at 2027 (Scenario A) (sq.m)</th>
<th>Maximum class A4 requirement at 2027 (Scenario B) (sq.m)</th>
<th>Minimum class A4 requirement at 2033 (Scenario A) (sq.m)*</th>
<th>Maximum class A4 requirement at 2033 (Scenario B) (sq.m)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dalston (Note 1)</td>
<td>300</td>
<td>400</td>
<td>400</td>
<td>500</td>
</tr>
<tr>
<td>Hackney Central</td>
<td>300</td>
<td>300</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>Stoke Newington (Note 2)</td>
<td>600</td>
<td>600</td>
<td>800</td>
<td>800</td>
</tr>
<tr>
<td>Finsbury Park and Local Shopping Centres (Note 3)</td>
<td>600</td>
<td>600</td>
<td>800</td>
<td>800</td>
</tr>
<tr>
<td>Shoreditch (potential new centre)</td>
<td>-2,000</td>
<td>-1,900</td>
<td>-1,800</td>
<td>-1,600</td>
</tr>
<tr>
<td>Total for LB Hackney</td>
<td>-200</td>
<td>0</td>
<td>600</td>
<td>900</td>
</tr>
</tbody>
</table>

Notes:
- Figures include commitments for class A4 floorspace – see Table L7 of Appendix 3 for details of these.
- Scenario A is based on in-centre survey-derived levels of inflow. Scenario B is based on increased levels of inflow to Dalston and Shoreditch only.
- Note 1 – figure includes Dalston major town centre and Kingsland Road local shopping centre.
- Note 2 – figure includes Stoke Newington district town centre and Stoke Newington Church Street local shopping centre.
- Note 3 – combined figure for all local shopping centres excluding Kingsland Road and Stoke Newington Church Street.
- *indicative only, should be subject to further review.
- Figures are cumulative. Assumes constant market shares.
11.45 Again, owing to the flexible nature of the ‘commitments’ which we have included in our capacity forecasts, we have run a ‘scenario test’ which identifies the levels of ‘need’ arising in the event that none of the consented floorspace comes forward for class A4 use. The findings of this exercise are set out in Tables L7c and L7d of Appendix IV, referred to as Scenarios C and D, and are summarised below. A range of figures are provided to reflect the different proportions of inflow to Dalston and Shoreditch. Under this scenario:

- The need for class A4 floorspace in Dalston increases to between 400 and 500 sq.m at 2027, and indicatively to between 500 and 600 sq.m at 2033.
- The need for class A4 floorspace in Shoreditch increases to between 700 and 900 sq.m at 2027, and indicatively to between 800 and 1,100 sq.m at 2033.
- The need for class A4 floorspace in the other centres in the Borough is unchanged from that shown in Table 11.3, as there are no ‘commitments’ for new class A4 floorspace in these centres.
- The overall need for class A4 floorspace in the Borough is between 2,600 and 2,800 sq.m at 2027, increasing to indicatively between 3,400 and 3,700 sq.m at 2033.
Table 11.5: Need for class A4 pub/bar floorspace in LB Hackney at 2027 and 2033 - excluding commitments

<table>
<thead>
<tr>
<th>Centre</th>
<th>Minimum class A4 requirement at 2027 (Scenario C) (sq.m)</th>
<th>Maximum class A4 requirement at 2027 (Scenario D) (sq.m)</th>
<th>Minimum class A4 requirement at 2033 (Scenario C) (sq.m)*</th>
<th>Maximum class A4 requirement at 2033 (Scenario D) (sq.m)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dalston (Note 1)</td>
<td>400</td>
<td>500</td>
<td>500</td>
<td>600</td>
</tr>
<tr>
<td>Hackney Central</td>
<td>300</td>
<td>300</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>Stoke Newington (Note 2)</td>
<td>600</td>
<td>600</td>
<td>800</td>
<td>800</td>
</tr>
<tr>
<td>Finsbury Park and Local Shopping Centres (Note 3)</td>
<td>600</td>
<td>600</td>
<td>800</td>
<td>800</td>
</tr>
<tr>
<td>Shoreditch (potential new centre)</td>
<td>700</td>
<td>800</td>
<td>900</td>
<td>1,100</td>
</tr>
<tr>
<td>Total for LB Hackney</td>
<td>2,600</td>
<td>2,800</td>
<td>3,400</td>
<td>3,700</td>
</tr>
</tbody>
</table>

Notes:
- Figures exclude all planning commitments for flexible A-class floorspace.
- Scenario C is based on in-centre survey-derived levels of inflow. Scenario D is based on increased levels of inflow to Dalston and Shoreditch only.
- Note 1 – figure includes Dalston major town centre and Kingsland Road local shopping centre.
- Note 2 – figure includes Stoke Newington district town centre and Stoke Newington Church Street local shopping centre.
- Note 3 – combined figure for all local shopping centres excluding Kingsland Road and Stoke Newington Church Street.
- *indicative only, should be subject to further review.
- Figures are cumulative. Assumes constant market shares.

11.46 The Council will therefore need to monitor the implementation of the committed floorspace in the Dalston and Shoreditch areas as and when they are implemented to ascertain the proportion of the new floorspace which comes forward for class A3 and A4 uses, and accordingly the need forecasts identified above should be reviewed throughout the Council’s new Local Plan period.

11.47 Owing to the uncertainty over the amount of floorspace which could come forward, it is recommended that the Council plan for a range of class A3 and A4 floorspace. The minimum amount would be the Scenario A capacity forecasts, and the maximum amount the Scenario D forecasts. Accordingly the following amounts of floorspace should be planned for over the period to 2027:

- **Dalston**: between 800 and 1,000 sq.m class A3 and between 300 and 500 sq.m class A4 floorspace.
- **Hackney Central**: 500 sq.m class A3 and 300 sq.m class A4 floorspace.
- **Stoke Newington**: 1,300 sq.m class A3 and 600 sq.m class A4 floorspace.
- **Finsbury Park and Local Shopping Centres**: 800 sq.m class A3 and 600 sq.m class A4 floorspace (combined requirement).
- **Shoreditch**: up to 800 sq.m class A3 and up to 800 sq.m class A4 floorspace.

11.48 As noted above, these figures should be considered indicative only owing to the considerable variation in sales densities between different class A3 and A4 operators and, as with the retail capacity forecasts set out in the previous section, forecasts beyond 2027 should be subject to review throughout the Council’s new Plan period.

11.49 In addition, there are qualitative needs to take into consideration — the majority of all of the ‘commitments’ for new floorspace are in the Shoreditch area, and there is virtually nothing in the way of extant commitments elsewhere in the Borough. We have set out above and previously in this report that both Dalston and Hackney Central (as well as Shoreditch) would benefit from additional provision of class A3 restaurants/café floorspace to support the cultural offer of these centres, increase dwell time and assist in ‘bridging the gap’ between daytime retail uses and night-time economy uses, and whilst the extant consents are likely to assist in meeting the qualitative and quantitative needs for Shoreditch, they will not address the relative lack of provision in Dalston or Hackney Central. Accordingly we would recommend that applications for new class A3 floorspace in these centres (and other centres in the Borough) are considered on their individual merits.

11.50 The ‘need’ for additional class A4 facilities in Dalston, Hackney Central and Shoreditch is less pronounced, as each of these centres is already well provided for in terms of class A4 uses. The Council should therefore monitor applications for new class A4 floorspace against these indicative ‘need’ figures and wider considerations to ensure that there is not over-saturation of uses in any of its network of centres.
12 Summary & Recommendations

12.1 This study has set out an assessment of the performance of the network of town, district and local shopping centres across the London Borough of Hackney, identified where residents in the Borough are currently travelling to for their shopping and commercial leisure visits, established the quantitative and qualitative ‘need’ for new floorspace which the Council will need to plan for over its new Local Plan period, and the growth in spending in commercial leisure which is expected to come forward. The findings of this study update the findings of the Council’s previous retail & town centres evidence base study, which was completed in 2005 (‘the 2005 Study’).

12.2 This study will form an important part of the evidence base of the Council’s new Local Plan, in accordance with the requirements of the National Planning Policy Framework (NPPF). The information contained within this study will also be used by the Council in assisting with the planning application for the determination of planning applications for new retail and commercial leisure floorspace across the Borough. A full consideration of the national and local planning policy context under which this study has been prepared is set out at Section 2 of this report.

12.3 The findings of this study have been supported by a wide range of research and data. In particular, a household telephone survey of shopping patterns was undertaken across the whole of the Borough and adjacent areas, referred to as the ‘survey area’. This identified where residents are currently travelling to undertake their food and non-food shopping trips, as well as for their commercial leisure trips such as visits to pubs, restaurants, cafes, cinema, theatre, cultural venues and so on. On-street surveys were also undertaken in the centres of Dalston, Hackney Central, Stoke Newington and Shoreditch, to establish why people used the centres, what they liked and disliked about the centres, and how they could be improved. GVA also undertook site visits to each of the centres considered in this study, and we have also utilised data provided by LB Hackney including centre audits, planning permissions data, various reports and evidence base studies, and GIS mapping.

12.4 The context within which this study has been prepared is vastly different from that of the 2005 Study. The role of town centres has changed, and will need to continue to change to adapt to wider market shifts and people’s changes in shopping habits. Many comparison goods (non-food) retailers are now preferring to concentrate their activities in larger centres, leaving smaller centres to take on a more value/discount-orientated comparison goods function, as well as retaining and strengthening their convenience (food) goods and retail services offer. Online shopping was in its infancy at the time of the 2005 Study but is now a major factor in people’s shopping patterns - there is no doubt that online shopping acts as tough competition for the high street, but it also presents opportunities for town centres to capitalise, by maximising opportunities arising from services such as ‘click & collect’.

12.5 Town centre strategies which support the continued evolution of the high street are now vital. This may include providing a higher quality shopping ‘experience’ through investing in public spaces, shopfronts, markets and complementary ‘meanwhile’ uses; improving the mix of retail and non-retail outlets to increase the length of time people spend in a centre (and the amount they spend in a centre), with a particular focus on enhancing commercial leisure provision, and, where appropriate, evening economy uses to ensure a centre has a role and function at all times of the day. Many of the centres in LB Hackney already perform quite well in respect of the mixture of uses they are able to offer, but it will be necessary to encourage further enhancement and diversification - whilst ensuring that the retail functions of the centre are not eroded.

12.6 In this final section of the report, we bring together the analysis which has been set out in the previous sections of the study in order to draw conclusions and develop a series of strategic recommendations for the Council to take forward in their new Local Plan.

The sub-regional network

12.7 Hackney does not contain any ‘higher-order’ shopping centres; its largest centre, Dalston, is classified as a ‘Major Town Centre’ in the London Plan, the third-highest tier of centres (behind ‘International’ and ‘Metropolitan’); the next largest centres of Hackney Central (referred to in the London Plan as Mare Street), Finsbury Park and Stoke Newington are fourth-tier ‘District Town Centres’. Reflecting this, as well as the trends set out above and, of course, having regard to Hackney’s proximity to central London and other strong-performing centres outside the Borough boundary, it is inevitable that some loss of spending from the Borough (and wider survey area) will occur, particularly in respect of comparison goods expenditure. However, it should be an ambition of the Council to ensure that a greater proportion of this expenditure can, where possible, be retained at the local level, to improve local consumer choice and sustainability of shopping patterns.
The most popular destination for comparison goods shopping for residents in the survey area is, as would be expected, Central London, which draws £209.9m of comparison goods spending from the survey area. This is followed by Angel town centre in Islington which, whilst ranked in the London Plan as a town centre in common with Dalston, has a much stronger comparison goods shopping offer, and draws £138.9m of comparison goods spend.

Since the 2005 Study, a major development in shopping provision has been the opening of Westfield Stratford City, which opened in 2011. Stratford is now classified as a ‘Metropolitan’ Centre in the London Plan, and is a UK top 30-ranked retail location. Westfield Stratford City contains over 175,000 sq.m of retail floorspace and a substantial leisure/dining offer including a multiplex cinema. Stratford’s location as the eastern terminus of the Stratford - Richmond London Overground line means it is easily accessible for residents across the southern half of the Borough, particularly those residents in the Dalston, Homerton, Hackney Central and Hackney Wick areas.

Positively, the opening of Westfield Stratford does not appear to have adversely affected any of the centres in the Borough to any substantial degree. Rather, what is apparent is that many residents in the survey area have switched their comparison goods shopping from central London to Stratford. Central London’s comparison goods ‘market share’ from the survey area has decreased from 42.1% in 2005 to 20.8% in 2017; Stratford’s has increased from 1.4% in 2005 to 11.7% in 2017. Angel’s market share from the survey area has also increased noticeably between 2005 and 2017.

Central London, Angel and Stratford are therefore the key external influences on comparison goods shopping for residents in the Borough. Behind these, a further noticeable change is that Hackney Central attracts the highest comparison goods turnover of any centre in the Borough, at £72.0m, ahead of Dalston (£57.1m) and Stoke Newington (£52.5m). This suggest that Dalston is, as the highest-order comparison goods shopping destination in the Borough, somewhat underperforming at the moment; we return to discuss this further below. Beyond these centres, other locations which attract more limited amounts of comparison goods spending include Wood Green, Bethnal Green and Tottenham. Stamford Hill, classified as a Local Shopping Centre in the Borough’s hierarchy of centres, performs noticeably well in the context of its role and function, achieving a comparison goods turnover of £30.8m. Shoreditch does not feature in the household survey results as a prominent comparison goods shopping destination.

Having set out the context within which the centres in LB Hackney operate, we make the following strategic recommendations for the Council to take forward in its new Local Plan.

**Borough-wide recommendations**

- **LBH1:** The Council should that the core retail functions of its network of town, district and local shopping centres are protected and, where possible, enhanced. This should include the provision of active frontages in defined primary and secondary shopping frontages (in the case of the town/district town centres), and throughout the entirety of defined local shopping centres. This ensures the provision of continuous frontages to help ensure a ‘critical mass’ of footfall-generating activity, and avoids changes of use which break up the run of facades.

- **LBH2:** The Council should plan for the below (Table 12.1) Borough-wide new comparison and convenience goods retail floorspace and class A3/A4 commercial leisure floorspace over the period to 2037. These floorspace figures should be reviewed at regular intervals throughout the Local Plan period, and figures beyond 2027 should be considered indicative only.
Table 12.1: Summary of quantitative need for comparison and convenience goods retail and class A3/A4 commercial leisure, LB Hackney to 2033

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2027</th>
<th>2033*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Comparison goods</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No requirement</td>
<td>4,700 to 6,100 sq.m net</td>
<td>16,600 to 19,500 sq.m net*</td>
</tr>
<tr>
<td><strong>Convenience goods</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8,200 to 9,200 sq.m net</td>
<td>9,000 to 9,900 sq.m net</td>
<td>10,000 to 11,000 sq.m net*</td>
</tr>
<tr>
<td><strong>Class A3 commercial leisure</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,100 to 3,400 sq.m</td>
<td>1,800 to 4,400 sq.m</td>
<td>3,100 sq.m to 5,800 sq.m*</td>
</tr>
<tr>
<td><strong>Class A4 commercial leisure</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Up to 2,300 sq.m</td>
<td>Up to 2,800</td>
<td>600 to 3,700 sq.m*</td>
</tr>
</tbody>
</table>

*Indicative only, subject to review. Figures are cumulative. Assumes constant market shares.

**see discussion of scenario tests in Section 11

- **LBH3:** Ensure a sufficient supply of suitable sites to meet the full extent of the quantitative ‘need’ identified under recommendation LBH2. The ‘need’ for new floorspace should not be compromised by limited site availability. Floorspace should not be allocated to out-of-centres, to protect the vitality and viability of the network of town, district and local shopping centres.

- **LBH4:** The identification of sites to meet the retail and commercial leisure floorspace ‘need’ should be subject to the sequential test. In accordance with the approach set out in the NPPF (paragraphs 23-24), should be directed towards the Council’s network of town, district and local shopping centres in the first instance, followed by appropriate and well-connected edge-of-centre sites.

- **LBH5:** Planning applications for the development of retail, commercial leisure and other ‘main town centre uses’ (as defined by the NPPF) which are not within a defined centre will need to demonstrate compliance with the sequential and impact ‘tests’ set out at paragraphs 23-27 of the NPPF.

- **LBH6:** The impact assessment threshold of 200 sq.m (gross) set out in Policy DM7 of the Development Management Local Plan should be carried forward into future planning policy documents. Policy DM7 of the adopted Development Management Local Plan (2015) states that proposals for new, or extension to existing edge or out-of-centre A-class, entertainment or leisure development in excess of 200 sq.m gross floorspace will be required to submit a sequential test and impact assessment. In order to protect the vitality and viability of the Borough’s network of town, district and local shopping centres over the course of the Council’s new Local Plan period, it is recommended that this threshold is carried forward.

- **LBH7:** The quantitative need forecasts which this study has identified should be reviewed throughout the Council’s new Local Plan period. As stated in Recommendation LBH2, need forecasts beyond 2027 should be considered indicative. Key inputs the quantitative need assessment such as population, expenditure growth rates, and levels of ‘special forms of trading’ such as online shopping will invariably change according to economic fluctuations and new growth forecasts. In parallel, patterns of shopping and leisure visits will also continue to evolve and change, as further technological developments take place and centres both within and outside the Borough strengthen and re-evaluate their town centre offers.

- **LBH8:** The Council should continue to apply Article 4 directions to its town and district town centres to protect their vitality and viability. The Council has successfully applied Article 4 directions restricting conversion of retail units to residential dwellings, and also certain changes between A-class uses, in each of its town, district and local shopping centres, and this approach should be carried forward into the new Local Plan period. The vitality and viability of centres is dependent on providing a critical mass of quality, footfall-generating retail and leisure uses. Our assessments in this report have demonstrated that centres in the Borough generally benefit from positive levels of vitality and viability when assessed the Planning Practice Guidance ‘health check’ indicators, and the continued application of appropriate Article 4 directions will ensure that the Borough’s network of centres continue to function as healthy centres over the new Plan period.

Recommendation LBH8 does not apply to the local shopping centre at Shacklewell Lane where, under Recommendation HOC1, we have recommended reclassification.

- **LBH9:** The Council should define primary and secondary shopping frontages in the major town centre of Dalston and in the district town centres of Hackney Central and Stoke Newington. This will ensure that the other Borough-wide and centre-specific recommendations set out in this section can be supported through policy. In addition, the Council should work with LB Islington and LB Haringey to define appropriate primary and secondary frontages.
in the district town centre of Finsbury Park. We do not consider there is a requirement to identify primary shopping frontages in Shoreditch (we discuss these points further in the centre-specific recommendations below).

- **LBH10: The Council should continue to support, encourage and invest in the Borough’s cultural offer.** Our study has demonstrated that the Borough has a rich cultural offer, including several museums, theatres, over forty music venues and over thirty galleries/art spaces. Whilst not all of these fall within defined centres, they make an important contribution in shaping the Borough’s appeal as a cultural destination, ensuring there are a wide range of facilities both to meet the needs of local residents and attract visitors to the Borough. Existing facilities should be supported and protected where possible, and the Council should support in principal proposals which seek to enhance the Borough’s cultural offer.

12.13 We identify recommendations for the Council to consider in terms of revisions to its hierarchy of centres separately below.

**Dalston major town centre**

12.14 Dalston is identified as a ‘major town centre’ in the Council’s current development plan, largely on account of the fact that it is the largest town centre and incorporates a sizeable quantum of floorspace. The centre is, overall, performing reasonably well but there are clear areas of improvements which need to come forward if the centre is to maintain its role and function as the highest order centre in the Borough.

12.15 The Kingsland Shopping Centre and Ridley Road Market continue to drive footfall in the centre and act as its main focal points. It is clear that Ridley Road Market makes a particularly important contribution to the overall vitality and viability of the centre and should continue to be supported.

12.16 Dalston is, however, underperforming as a comparison goods shopping destination at present, and our study has identified the following evidence of this:

- Its comparison goods turnover is, at £57.1m, significantly lower than the similarly-ranked ‘major town centre’ of Angel (comparison goods turnover of £138.9m), and is also lower than Hackney Central district town centre (£72.0m).

- The findings of the household and in-centre surveys in Dalston show that people are not primarily visiting Dalston for its comparison goods shopping despite it being the highest-order centre in the Borough. Whilst there is almost 18,000 sq.m (gross) comparison goods floorspace in Dalston, qualitatively much of the offer is of value/lower quality and there is considerable duplication in the retail offer.

- The proportion of comparison goods spend which is spent in Dalston by residents in the local area has reduced from 17.8% in 2005 to 15.4% in 2017, and its overall comparison goods market share from the survey area has reduced from 8.2% to 5.7%. Even if the comparison goods spend directed towards the adjacent Kingsland Road local shopping centre is added to the total for Dalston, its comparison goods market share has reduced since 2005.

12.17 It should therefore be a policy aspiration for the Council to enhance the attractiveness of Dalston as a shopping destination which is better able to meet the needs of its local community, particularly in respect of comparison goods shopping.

12.18 In terms of other types of town centre uses, Dalston performs more strongly - it has a good-sized ‘anchor’ store in the form of Sainsbury’s in the Kingsland Centre, and the aforementioned Ridley Road Market also performs an important role in meeting residents' fresh food shopping needs. Dalston also has an independent cinema, a theatre, a number of cafes and restaurants, and is well connected via its two London Overground stations. There is potential for greater diversification of the commercial leisure and night-time economy sector to be improved - for example whilst there are a number of cultural venues in the centre, there is a relatively poor range of restaurants and bars to support these uses.

12.19 The centre has seen some investment in some of its slightly off-centre areas such as Gillett Square and Dalston Square, which has benefited the overall environmental quality of the centre. The main thoroughfare through the centre, Kingsland High Street, is heavily trafficked and whilst there is likely to be little scope for this to change, an overall smartening up of the public realm along the length of the High Street would be beneficial, particularly in terms of enhancing walking linkages between the two Overground stations, and also linking the High Street with the aforementioned new public squares.
Opportunity sites in Dalston town centre

12.20 The Kingsland Centre was identified as a redevelopment opportunity in the 2005 Study and we continue to hold the view that this represents the principal development opportunity for the centre. The centre is dated and does not benefit from a particularly appealing shopping environment. Land to the rear of the centre, currently occupied by a large Matalan store and a surface car park, is under-used and offers a clear opportunity for intensification.

12.21 The Council may wish to commission further studies to establish the quantum of additional floorspace which can be accommodated at this site, examining potential development options including redevelopment of the centre or an extension covering the under-utilised land to the rear of the centre. As we discuss further below in respect of our recommendations for Hackney Central district town centre, we consider that this site, plus the two opportunity sites in Hackney Central district town centre, are collectively likely to have sufficient capacity to accommodate the identified comparison goods needs which this study has identified over the period to 2027.

12.22 Any redevelopment of the Kingsland Centre will need to take into consideration that proposed route of Crossrail 2 passes through Dalston, including part of the Kingsland Centre site, and Transport for London consider that Dalston would be a suitable location for a new station on the proposed new line. Therefore, it may be the case that redevelopment of the Kingsland Centre is not able to come forward until later in the Plan period whilst proposals for Crossrail 2 continue to evolve. Any redevelopment of the Kingsland Centre will also need to be sensitive towards the nearby character areas of Ridley Road Market and the Dalston Eastern Curve.

Figure 12.1: Kingsland Centre opportunity site, Dalston major town centre

Dalston major town centre recommendations

12.23 We make the following recommendations for Dalston major town centre:

- **DTC1**: The Council should continue to support and facilitate growth on appropriate sites in Dalston major town centre. This is in order to support and enhance its role as the highest order centre in the Borough, and to improve its attractiveness of the retail and commercial leisure offer in the centre. This will, in turn, enable Dalston to consolidate and redress the loss in comparison goods market share which has taken place in recent years.

- **DTC2**: The retail function of Dalston town centre should be protected and enhanced. This should be achieved through development and implementation of robust frontage policies, clearly defining primary and secondary shopping frontages. Such an approach will ensure a ‘critical mass’ of retail floorspace will be retained in the centre, and enable Dalston to continue to function as the highest-order centre in the Borough.

- **DTC3**: It is recommended that the majority of the identified comparison goods capacity requirement identified under Recommendation LBH2 is directed towards Dalston major town centre. This is consistent with its classification as a major town centre, and the highest order centre in the Borough, and the need for the centre to improve its comparison goods offer to enable it to retain a greater proportion of local comparison goods spend and enable it to better compete with the surrounding network of centres.
**DTC4:** The Council should consider favourably proposals which seek to deliver new comparison goods floorspace in Dalston major town centre. This could include supporting proposals for modernisation and amalgamation of existing units within the defined primary shopping frontage (once defined), in order to provide larger format floorspace which may be more attractive to a wider range of potential end-users. Applications for sub-division of existing units within the defined primary shopping frontage should be resisted.

**DTC5:** The Council should consider favourably proposals which seek to deliver new commercial leisure uses in Dalston major town centre. In particular, applications for uses which support the existing cultural offer in the centre should be supported in principal, in order to assist in the delivery of a vibrant evening economy. There is a particular shortfall in class A3 (cafes and restaurants) uses in the centre and further provision of this nature would benefit the overall vitality and viability of the centre. Reflecting Recommendation DTC2, the provision of commercial leisure uses should be concentrated outside the primary shopping frontage (once defined) in order to protect the core retail function of the town centre.

**DTC6:** The Council should continue to support, promote and enhance the cultural offer of Dalston town centre. The presence of venues such as the Rio Cinema, Arcola Theatre, Vortex Jazz venue, and other cultural spaces and live music venues make an important contribution of the cultural offer of the centre, and indeed the wider Borough, and their presence in the centre should be supported and protected where possible. Any opportunities for the expansion of these facilities, or introduction of new cultural facilities in the centre, should generally be supported. Reflecting recommendation DTC2, the provision of commercial leisure uses should be concentrated outside the primary shopping frontage (once defined) in order to protect the core retail function of the town centre.

**DTC7:** The Council should develop a strategy to manage the future development of evening/night time economy uses in Dalston. As this study has established, these uses make a vital contribution to the wider offer of Dalston town centre, and should continue to be supported by the Council, but there is a need for a broader range of uses to be introduced into the centre in order for the evening/night time economy uses to become more balanced in order to (1) support the offer of the cultural spaces in the centre and (2) rebalance the range of uses away from class A4 drinking establishments. As identified in Recommendation DTC5, there is a particular need to improve the range of class A3 facilities in the centre.

Dalston contains a number of late night bars and clubbing venues, and is probably the most ‘24 hour’ of all of the existing defined centres in the Borough. As such, there is a need to balance the needs of these uses in the centre with the wider residential community and other considerations.

**DTC8:** The Council should seek to, in conjunction with relevant owners and Transport for London, seek to progress the comprehensive redevelopment and expansion of the Kingsland Centre. The focus of the redevelopment should be the delivery of modern class A1 retail floorspace in larger-format units, and a leasing strategy should be put in place to attract higher-profile comparison goods operators to the centre. There is scope for under-used land at the rear of the existing shopping centre, including the Matalan unit and adjacent surface car park, to be incorporated as part of any redevelopment.

Any redevelopment of the Kingsland Centre should retain (or provide a new foodstore the equivalent size of) the existing Sainsbury’s supermarket, which performs an important role as an ‘anchor’ to the centre and the only large supermarket serving the Dalston / Hoxton area. There may be scope for the introduction of residential uses on upper levels as part of any redevelopment, to increase the town centre residential community and add vibrancy and footfall. Care will need to be taken that any redevelopment does not impact upon Ridley Road Market.

Part of the Kingsland Centre site falls within the safeguarded route for the proposed Crossrail 2, and accordingly the Council will need to work with the owners of the centre and Transport for London in respect of its future redevelopment.

**DTC9:** Applications for additional medium to larger-format convenience goods floorspace in Dalston major town centre should be supported in principle. Our survey has identified that the Sainsbury’s store in Dalston town centre is trading particularly strongly and there are no other comparably sized stores serving the Dalston area. Therefore, applications for the provision of an additional medium to large-format supermarket (indicatively, 1,000-2,000 sq m gross) in Dalston major town centre should be supported in principle in order to enhance provision and provide customer choice.

We are not aware of any development sites in the town centre which could accommodate a substantial quantum of convenience goods floorspace — as stated above it is recommended that any redevelopment of the Kingsland Centre should focus on providing modern comparison goods floorspace, along with retention of the existing Sainsbury’s supermarket, and it is considered that this should be the priority for this site.
Applications for new development of this nature on the edge of, or outside, the primary shopping frontage in Dalston major town centre will need to demonstrate compliance with the sequential and impact ‘tests’ as set out under Recommendation LBH5.

- **DTC10: The Council should continue to invest in, promote and support Ridley Road Market.** Our health check assessment has confirmed that Ridley Road Market makes an important contribution to the overall vitality and viability of the centre, with 25% of respondents to the on-street survey undertaken in Dalston town centre saying they planned to visit the market. The market performs a complementary shopping role and footfall attractor, and opportunities to further enhance and promote its offer should be considered. This could potentially include evening/night markets, for example.

- **DTC11: The Council should continue to invest in enhancing the environmental quality of Dalston major town centre.** There has been positive investment in Dalston major town centre in recent years through the introduction of new landscaped public spaces located behind Kingsland High Street. However the High Street itself benefits from a poorer environmental quality, with largely functional public realm and heavy traffic flow. Measures which could be implemented to improve the environmental quality include better connectivity between the new public spaces and the High Street, and enhanced linkages between Dalston Junction and Dalston Kingsland Overground stations.

### Hackney Central district town centre

12.24 Hackney Central is currently classified as a district town centre in the Council’s planning policy and the London Plan, and for the most part appears to be performing well. The centre appears to have strengthened its role as a comparison goods shopping location since the 2005 Study and achieves a comparison goods turnover of £72.0m, higher than that of Dalston major town centre. The proportion of comparison goods spend which it retains from the survey area as a whole, and particularly from its immediate catchment area, have both increased since the 2005 Study – although the catchment of the centre remains, for the most part, quite heavily localised.

12.25 The centre contains two higher profile retailers, in the form of Primark and Marks & Spencer, than Dalston, and this is likely to be a contributory factor to its higher comparison goods turnover. A recent development adjacent to Hackney Central Overground station has introduced TK Maxx to the centre. The centre also has a strong convenience goods offer, in the form of a large 24-hour Tesco store, a foodhall within the aforementioned M&S store, an Iceland supermarket and assorted smaller specialist retailers. The household and in-centre survey results confirm the important role which the centre plays as a convenience goods shopping destination. Hackney Central also has an important civic and cultural role, being home to Hackney Council’s offices, Hackney Town Hall, a popular Picturehouse cinema and the Hackney Empire. The mixture of uses in the centre is therefore strong.

12.26 The development of Hackney Walk, a hub of outlet stores of high-end fashion retailers, is a recent addition to the retail offer of the area but it is not particularly well integrated with the existing retail offer and footfall currently appears low. There is scope for better integration to come forward, but this will likely require the opportunity sites in the centre (discussed below) coming forward for redevelopment.

12.27 The centre is currently the subject of investment in public realm along the pedestrianised Narrow Way, but further investment will be needed in the centre to improve its retail circuit and navigability. There are particular issues of traffic congestion, combined with poorer quality public realm, in the Amhurst Road / Mare Street area, which bring down the overall feel of the centre.

### Opportunity sites in Hackney Central District Town Centre

12.28 Hackney Central has two centrally-located opportunity sites which, if brought forward, could assist in further diversifying the offer of the centre as well as consolidating its role and function as meeting local shopping needs. The proximity of both sites next to Hackney Central Overground and the wider district town centre means there is merit in seeking a considerably more intensive range of uses on the sites, potentially including higher density development including residential uses. We refer to these as ‘Opportunity Site A’ and ‘Opportunity Site B’. The former is currently occupied by a Tesco supermarket and surface car park; the latter by a bus depot. Both sites are identified as opportunities for mixed-use redevelopment in the Council’s recently-adopted Hackney Central and Surrounds Masterplan SPD (2017), and we consider each site to offer significant potential in meeting the retail and commercial leisure needs for the Borough which this study has identified.
The sites are located to the north and south of the Overground line which runs through Hackney Central. The railway line is raised, meaning there is opportunity for the railway arches which sit beneath the railway lines, which are currently occupied by a mixture of light industrial and services uses (such as vehicle repair workshops, taxi garages and so on) to be more intensively used to make an active contribution to the town centre. These principally lie to the north of the railway line and are accessed via Bohemia Place and could form part of a comprehensive redevelopment of Site B.

**Opportunity Site A – Tesco, Morning Lane**

The Tesco store on Morning Lane is a low-rise store with an extensive surface car park. There is clear scope for intensification of uses of the site, and enhancements of its permeability in order to foster better connections between Narrow Way/Mare Street to the west and Morning Lane to the east. We consider that, based on the findings of this study – which have shown both the popularity of this store as a food shopping destination, and that the store plays an active role in supporting the vitality and viability of the wider district town centre - any redevelopment of this site should seek to retain the provision of a larger-format foodstore. This foodstore should be capable of meeting both bulk and top-up shopping trips (indicatively, upwards of 1,500 sq.m net), and preferably be better-positioned in relation to the existing retail offer on Mare Street than the siting of the current Tesco store. We understand that the Council have recently acquired this site with a view to bringing forward redevelopment. We also understand that Tesco are keen to retain a trading presence on the site.

The Tesco site is identified in both the Council’s Site Allocations Local Plan (2016) and the Hackney Central and Surrounds Masterplan SPD (2017) as an opportunity site, as discussed in Section 2 of this report, and it is recommended that this allocation is carried forward into the Council’s new Local Plan. Any redevelopment of this site would need to deliver improvements to pedestrian access to and from the Mare Street/Amhurst Road junction, to enable the site to be better integrated with the wider district town centre.

**Opportunity Site B – Clapton Bus Garage and Bohemia Place**

On the opposite side of the Overground line to Opportunity Site A, and similarly well-connected to the retail and commercial offer of the district town centre, is a bus depot currently operated by Arriva London. The main access to this depot is at the junction of Mare Street and Amhurst Road, at the foot of the pedestrianised section of Mare Street.
Again, the site is identified in both the Council’s Site Allocations Local Plan (2016) and the Hackney Central and Surrounds Masterplan SPD (2017) as an opportunity site.

12.33 The additional vehicular traffic and congestion arising from the bus movements into and out of the bus garage comprises the environmental quality of the centre. The proximity of the site to the primary retail area in the district town centre means this site could act as a natural extension to the existing retail and commercial leisure offer were it to come forward for development. As noted above, the site’s location adjacent to Hackney Central Overground station means there is scope for a substantially higher density development to come forward on the site than that which currently occupies it.

12.34 Between the site and the Overground line is a parade of light industrial units which operate out of the railway arches and are accessed from Bohemia Place. We understand that these fall under separate ownership to the bus garage, but any redevelopment of this site should be a comprehensive development which also includes these units and associated access. The Council should work with Network Rail to explore opportunities for better utilisation of the railway arches to see if these can be used to improve linkages to the wider centre (including linkages through the arches with Opportunity Site A), or introduce further footfall-generating town centre uses into the arches themselves.

Capacity of opportunity sites

12.35 The Hackney Central and Surrounds Masterplan SPD (2017) identifies the Tesco site could accommodate up to 16,480 sq.m commercial floorspace, including retail, workspace, leisure and community uses:

- Applying a gross-net ratio of 80% means that up to 13,200 sq.m net retail floorspace could potentially be accommodated at this site.
- If 50% of this floorspace was used for retail uses (with the remainder used for workspace / leisure / community uses) then up to 6,600 sq.m of retail floorspace could potentially be accommodated.
- Of this, it is recommended that approximately 1,500 sq.m net is used for the sale of convenience goods from a replacement Tesco store. The balance (5,100 sq.m net) could be used for comparison goods or smaller-format convenience goods uses.

12.36 The SPD identifies that up to 2,350 sq.m commercial floorspace could be accommodated at the Clapton Bus Garage site:

- Applying a gross-net ratio of 80% means that up to 1,900 sq.m net retail floorspace could potentially be accommodated at this site.
- If 50% of this floorspace was used for retail uses (with the remainder used for workspace / leisure / community uses) then up to 950 sq.m of retail floorspace could potentially be accommodated.

12.37 Therefore, if we assume that 5,100 sq.m net of floorspace at the Tesco site comes forward comes forward for comparison goods uses, and 950 sq.m net comes forward at the Clapton Bus Garage site, this means that approximately 6,050 sq.m net comparison goods floorspace could be accommodated across the two sites. These two sites could, therefore, virtually meet the identified comparison goods needs for the Borough period up to 2027 which this study has identified.

12.38 We would however advise that the above conclusions on floorspace capacity should only be considered indicative. If a greater proportion of floorspace at the development sites comes forward for non-comparison goods floorspace (i.e. for other commercial uses, or convenience goods retail), then the site may not be able to accommodate all of the identified comparison goods need. We also draw attention to the fact that the study has identified a need for new comparison goods floorspace to come forward in Dalston, to consolidate and strengthen its function as a major town centre, and there is an opportunity site within Dalston for some of the identified needs to be accommodated.

12.39 Is it therefore considered that the Borough’s three principal opportunity sites — Kingsland Centre in Dalston, plus the Clapton Bus Garage and Tesco sites in Hackney Central — should be used to accommodate the identified comparison goods needs of the Borough to 2027.
Hackney Central district town centre recommendations

12.40 We make the following recommendations for Hackney Central district town centre:

- **HDC1:** The Council should continue to support and facilitate growth on appropriate sites in Hackney Central, of a scale appropriate to its role and function of a district town centre. Hackney Central benefits from a good level of vitality and viability at present but in order to retain and grow market share will need investment in its retail and commercial leisure offer over the course of the Council's new Local Plan period.

- **HDC2:** The retail function of Hackney Central district town centre should be protected and enhanced. This should be achieved through development and implementation of robust frontage policies, clearly defining primary and secondary shopping frontages. Such an approach will ensure a ‘critical mass’ of retail floorspace will be retained in the centre.

- **HDC3:** It is recommended that majority of the balance of the identified comparison goods capacity requirement identified under Recommendation LBH2 is directed towards Hackney Central district town centre. Hackney Central is the only centre in the Borough, other than Dalston, which has centrally-located opportunity sites available, and there is scope for these sites to potentially meet the majority of the identified comparison goods needs to 2027 which this study has identified (see also Recommendation HDC8). This approach would also support our recommendation that Hackney district town centre be reclassified as a major town centre (see Recommendation HOC1) in the Council’s new Local Plan.

- **HDC4:** The Council should consider favourably proposals which seek to deliver new comparison goods floorspace of an appropriate scale in Hackney Central district town centre. This could include supporting proposals for modernisation and amalgamation of existing units within the defined primary shopping frontage (once defined), in order to provide larger format floorspace which may be more attractive to a wider range of potential end-users. Applications for sub-division of existing units within the defined primary shopping frontage should be resisted.

- **HDC5:** There is no pressing need for the Council to plan for the development of additional convenience goods floorspace in Hackney Central district town centre. There is a good range of consumer choice in the centre which enables a range of main and top-up convenience goods shopping needs to be met. Any redevelopment of the Tesco site at Morning Lane (see Recommendation HDC8) should make provision for a replacement convenience goods floorspace.

- **HDC6:** The Council should consider favourably proposals which seek to deliver new commercial leisure uses of an appropriate scale in Hackney Central district town centre. In particular, applications for uses which support the existing cultural offer in the centre (see Recommendation HDC7) should be supported in principal, in order to assist in the delivery of a vibrant evening economy. As with Dalston, there is a shortfall in class A3 (cafes and restaurants) uses in the centre and further provision of this nature would benefit the overall vitality and viability of the centre. Reflecting Recommendation HDC2, the provision of commercial leisure uses should be concentrated outside the primary shopping frontage (once defined) in order to protect the core retail function of the district town centre.

- **HDC7:** The Council should continue to support, promote and enhance the cultural and night-time offer of Hackney Central district town centre. The centre is home to a number of high-profile cultural and night-time economy venues, such as Hackney Picturehouse, the Hackney Empire, Hackney Museum, Sutton House, and a number of live music venues. Uses such as these make an important contribution to the cultural offer of the centre, and indeed the wider Borough, and their presence in the centre should be promoted, supported and protected where possible. Any opportunities for the expansion of these facilities, or introduction of new cultural facilities in the centre, should generally be supported. Reflecting Recommendation HDC2, the provision of commercial leisure uses should be concentrated outside the primary shopping frontage (once defined) in order to protect the core retail function of the district town centre.

- **HDC8:** The Council should work with relevant partners to progress the comprehensive redevelopment of the opportunity sites in the town centre, as identified in the Hackney Central and Surrounds Masterplan, including two major development opportunities at Morning Lane (Tesco site) and Clapton Bus Garage / Bohemia Walk. There is scope for both sites to accommodate a higher density of development, which could include residential uses on upper floors.
  - Both sites should incorporate the provision of modern floorspace at ground floor level for class A1 retail use to assist in meeting the identified quantitative “need” for floorspace in the Borough which this study has identified.
  - A replacement foodstore should be provided as part of any redevelopment of the Morning Lane site, which should be of a size capable of meeting both main/bulk and top-up shopping needs (indicatively, upwards
Ideally the foodstore should be located in closer proximity to the rest of the district town centre’s retail offer along Mare Street.

- Redevelopment of the Clapton Bus Garage site should ideally be progressed as part of a comprehensive redevelopment also incorporating land at Bohemia Place.
- Consideration should be given as to whether permeability can be provided through the railway arches to link the two opportunity sites and develop a stronger retail and leisure ‘circuit’ through the district town centre.
- Redevelopment of both sites will need to incorporate high quality public realm which connects the sites with the existing district town centre and encourages the development of a retail circuit through the sites, to enable the vitality and viability of the whole of the district town centre to benefit from any new development.

- **HDC9**: Following redevelopment of the opportunity sites identified under Recommendation HDC8 come forward, the Council should subsequently review the district town centre boundary and primary/secondary shopping frontages. The redevelopment of the two opportunity sites will, providing that new retail floorspace is provided, introduce new footfall circuits in the centre and accordingly there may be scope for adjustments to be made to the defined district town centre boundaries and frontages.

- **HDC10**: The Council should consider the reclassification of Hackney Central to a major town centre. This study has identified that Hackney Central district town centre is performing a role and function more closely aligned to a major town centre than a district town centre, and bringing forward the identified opportunity sites is likely to consolidate this performance further. Further justification is provided under Recommendation HOC1.

- **HDC11**: The Council should continue to invest in enhancing the environmental quality of Hackney Central district town centre. The current investment in improving public realm on Narrow Way is a positive investment in the centre, and further investment in the public realm in the district town centre should be undertaken to help ‘smarten up’ the centre. In particular the potential for enhanced pedestrian crossings in the centre along Mare Street should be considered, particularly at the Mare Street / Graham Road and Mare Street / Amhurst Road junctions.

**Stoke Newington district town centre** (including Stoke Newington Church Street Local Shopping Centre)

12.41 For the purposes of our assessment of Stoke Newington we have considered the performance of two policy-defined centres — the district town centre of Stoke Newington and the local shopping centre of Stoke Newington Church Street — together. We are of the view that the two centres, whilst having quite different town centre offers, offer the opportunity to benefit from a combined approach to their planning and future development. There may also be scope for a second local shopping centre – Stoke Newington Road – to be incorporated as part of any future policy approach to the centre.

12.42 When considering the two centres together, we consider the centres to generally be showing a positive level of vitality and viability. Stoke Newington Church Street has the stronger levels of vitality, with a noticeably lower vacancy rate, high quality retail/leisure offer and pleasant environment. The retail offer along Church Street is noticeably upscale, including specialist convenience stores, delis, a branch of Whole Foods Market, boutiques and restaurants. Stoke Newington district town centre has a more mainstream retail offer, including a number of national retailers and larger-format units, interspersed with a number of public houses, restaurants and convenience stores. A large Morrisons store, whilst not forming part of the retail core in the centre, is located a short distance to the north and is sufficiently well-related to the centre to enable it to act as an ‘anchor’ store.

12.43 As noted above, both centres exhibit quite different characteristics and retail offers, however there is evidence of spill-over of higher-end cafes and restaurants on Stoke Newington High Street as a consequence of the area’s proximity to Church Street. The nature of the retail offer in the centre (particularly Church Street), in terms of its independent/specialist/boutique operator mix sets it apart from the other district town centres in the Borough and this is an important contributor to its overall vitality and viability. The centre’s attraction as a commercial leisure destination for cafes, restaurants, pubs and bars is evident in the household survey results and confirms that the centre functions well as both a daytime and evening economy destination.

**Opportunity sites in Stoke Newington district town centre**

12.44 The centre is constrained by the local road network and there are limited obvious opportunities for expansion of the offer. However we are aware of an opportunity site at Wilmer Industrial Estate to the north of Church Street / west of...
Recommendations for Stoke Newington district town centre

- **SNDC1**: The Council should continue to support and facilitate growth on appropriate sites in Stoke Newington, of a scale appropriate to its role and function of a district town centre.

- **SNDC2**: The retail function of Stoke Newington district town centre should be protected and enhanced. This should be achieved through development and implementation of robust frontage policies, clearly defining primary and secondary shopping frontages. Such an approach will ensure a ‘critical mass’ of retail floorspace will be retained in the centre.

- **SNDC3**: It is not recommended that a significant quantum of the identified comparison goods capacity requirements for the Borough are directed towards Stoke Newington district town centre. However applications which seek to deliver new comparison goods floorspace of an appropriate scale should be supported in principle. The district town centre is constrained in terms of opportunities for expansion and the development of a significant quantum of larger-format floorspace would not be reflective of its role and function. However, applications for new floorspace should be considered on individual merits and supported in principle. Applications for sub-division of existing units within the defined primary shopping frontage should be resisted.

- **SNDC4**: There is no pressing need for the Council to plan for the development of additional convenience goods floorspace in Stoke Newington district town centre. There is a good range of consumer choice in the centre which enables a range of main and top-up convenience goods shopping needs to be met.

- **SNDC5**: The Council should consider favourably proposals which seek to deliver new commercial leisure uses of an appropriate scale in Stoke Newington district town centre. Our health check assessment of Stoke Newington has confirmed these uses make an important contribution to the overall vitality and viability of the centre, and mean that Stoke Newington has both a strong daytime and evening economy. However there is also a need for the centre to maintain and develop its retail function and therefore commercial leisure uses should be restricted to secondary shopping frontage in the centre once this is defined.

- **SNDC6**: The Council may wish to consider extending the boundaries of Stoke Newington district town centre to incorporate the adjacent local shopping centres of Stoke Newington Church Street and Stoke Newington South. There is already evidence of crossover of uses between the centres and there may be merit in combining the boundaries of the three centres in order to develop a strategic, coherent approach to the future development of the centre.

- **SNDC7**: The Council should seek to bring forward the Wilmer Industrial Estate opportunity site as a mixed use development with appropriately-scaled retail uses at the ground floor level. It is likely that any redevelopment of this site would require incorporation of properties on either Stoke Newington Church Street or Stoke Newington High Street to ‘open up’ the site. Any retail uses which come forward as part of the site’s redevelopment should take the form of smaller-format units.

**Finsbury Park district town centre**

12.45 Finsbury Park is unique among the Borough’s district town centres in that it only falls partly within the Borough, with the majority of the centre falling within the neighbouring authority areas of Islington and Haringey. Our health check assessment covered the whole centre, rather than just the section of the centre that falls within LB Hackney. It identified that Finsbury Park is displaying reasonable levels of vitality and viability although the quality of the offer in the centre is generally quite downmarket. There is a particular need to improve the environmental quality and appearance of the area around the station, which creates a negative first impression when arriving in the centre. There are also a substantial number of take-aways present in the centre.

12.46 Given the cross-authority nature of the centre we do not make specific recommendations for Finsbury Park district town centre. Rather, it is recommended that the Council work with partners in Islington and Haringey to develop a co-ordinated strategy for the regeneration and improvement of the centre. This should focus on improving the physical appearance of the centre and delivering a co-ordinated approach to enhancing its vitality and viability. There is a need to ‘smarten up’ the centre and improve the quality of the offer to reduce the presence of lower-grade uses such as take-aways.
Local Shopping Centres

12.47 The Council has an established network of 13 local shopping centres. These vary considerably in the size, function and catchment area. Some centres cater for a very localised need, whilst others draw trade from a much wider area on account of a stronger retail or leisure offer which makes them ‘destinations’ in their own right – Broadway Market and Chatsworth Road are two notable examples of this. Some of the local shopping centres are closely-related to higher-order centres – for example Stoke Newington Road in relation to Stoke Newington, and Kingsland Road in relation to Dalston, and the Council may wish to consider instances where the boundaries of the district/town centres can be extended to incorporate local shopping centres in order to provide a joined-up approach towards the future development of the centre. Generally speaking, the vitality and viability of the network of local shopping centres is positive and there are no centres which are exhibiting particular signs of concern.

12.48 Stamford Hill local shopping centre is the largest local shopping centre by some margin, extending to 120 units. The Borough, and the centre is anchored by two large supermarkets which serve a fairly extensive catchment area — much wider than would typically be expected for a local shopping centre. On this basis, we consider there to be merit in reclassifying Stamford Hill as a district town centre (see Recommendation HOC1).

12.49 The local shopping centre at Shacklewell Lane is the only one of the local shopping centres which does appear to be fulfilling its role and function at present. The centre is fragmented and offers a limited range of uses, and, having regard to its proximity to Dalston major town centre, there is likely to be scope for reclassification of this centre (see Recommendation HOC1).

12.50 We are not aware of any opportunity sites in the network of Local Shopping Centres which could be used to assist in meeting the ‘need’ requirements which this study has identified. In any event, delivering a significant quantum of new floorspace within or adjacent to existing local shopping centres would serve to alter their role and function in the Borough’s retail hierarchy.

- **Broadway Market** is a popular local shopping centre and is evidently more of a ‘destination’ centre than most of the local shopping centres in the Borough. The centre’s strength is in its cafe, bar and restaurant offer, which coupled with the popular Saturday street market, means the centre can be expected to draw from beyond its immediate local catchment. The strong bar/restaurant offer of the centre also means that, unusually for a local shopping centre, it benefits from a good level of vitality and viability in the evening. The retail offer of the centre is also unusual for a local shopping centre, with a number of specialist comparison goods retailers, alongside a generally upmarket convenience goods offer. There are also day-to-day facilities such as a pharmacy, and Costcutter and Londis convenience stores. The proximity of the open space of London Fields is a further asset to the centre, and overall we consider the vitality and viability of the centre to be strong.

- **Chatsworth Road** is displaying a number of hallmarks of a centre that is ‘on the up’ and appears to have been the subject of significant retail and leisure-led gentrification in recent years, aided by the re-opening of a Sunday market. Vacancy levels in the centre have reduced, and, in a similar vein to Broadway Market, there is evidence of an emerging ‘cafe culture’. Whilst the diversity of uses in the centre is reasonably strong, the only convenience store serving the centre is the upmarket Spar store at the southern end of the centre, where the product offer is rather specialist/upmarket and may not be responsive to all local residents’ needs. The recent reopening of the Castle Cinema in the centre is further evidence of its improving vitality and viability and will support the wider evening economy of the centre.

- **Hoxton Street** appears to be performing generally well. The centre has two clear ‘anchor’ stores in the form of Poundland and Iceland, with the latter currently being the only main supermarket serving the Hoxton/ South Shoreditch area. There is a daily street market which appears to be popular and well-supported, although almost 15% of users of the centre considered there to be scope for the market to be improved. There is some scope for the environmental quality of the centre in parts, particularly in terms of improvement of shop fronts, but when coupled with the low vacancy rate in the centre, the overall vitality and viability can be considered good. There is no bank in the centre and the nearest facilities of this nature are some distance away in Shoreditch and Dalston.

- **Kingsland Road** local shopping centre has historically developed around the ‘Waste Market’ which trades every Saturday in the centre although the influence of the market on the wider vitality and viability of the centre appears to be diminishing. A number of new upmarket retailers have opened in the centre in recent years, but the range of day-to-day uses in the centre also remains strong. There are a considerable number of take-aways present in the centre which can lead to the centre feeling a little ‘closed for business’ in the day. There are no supermarkets in the centre, but nearby Dalston major town centre is well-provided for in this respect.
• **Lauriston Road** is an upmarket local shopping centre which benefits from close proximity to Victoria Park. The centre has an emphasis towards upmarket comparison goods boutiques and cafes, alongside specialist convenience goods retailers. The presence of a reasonably-sized Londis convenience store (which also includes a post office) anchors the centre and is important to its overall vitality and viability. The environmental quality of the centre is also positive.

• **Lower Clapton Road** is a small local shopping centre to the north-west of Hackney Central district town centre, anchored by the Fairdeal Food Store supermarket, which offers a good range of day-to-day convenience goods products. Other facilities present in the centre include a chemist and a laundrette. In common with many of the other local shopping centres in the Borough, there is clear evidence of the centre moving towards a more upmarket retail profile in recent years, evidenced by the presence of an organic cafe/deli and bicycle shop for example.

• **Manor House** is a small local shopping centre, extending to just 20 units, but nevertheless offers a good range of day-to-day shopping facilities such as a dry cleaner, pharmacy, bakers, convenience store, and a pub. For the size of the centre, the range of facilities can be considered sufficient. The location of the centre on the busy intersection between Seven Sisters Road and Green Lanes does impact on the environmental quality and cohesiveness of the centre, and also means that the units are divided by a wide road.

• **Shacklewell Lane** local shopping centre is a cluster of retail units scattered along Shacklewell Lane, to the north of Dalston major town centre. There is no clear ‘anchor’ to the centre, and the range of uses in the centre is relatively limited - although the proximity of Dalston means the areas of shortfall are not a particular cause for concern. There has been a decrease in the number of A1 units in the centre in recent years, and the vacancy rate has increased. The absence of a clear focus to the centre means it struggles to have a clear identity.

• **Stamford Hill** is the largest of all of the local shopping centres in the Borough, with 120 units. The area is home to the largest Hasidic Jewish Community in Europe and accordingly the centre offers a number of kosher shops and services run by members of the Jewish community. The centre benefits from a strong ‘anchor’ store in the form of a prominently-sited Sainsbury’s, whilst the Asda store on Clapton Common reinforces the convenience goods shopping function of the centre. The centre offers a good range of shops including a pharmacy, public house, bakery, butcher, optician, and a beautician to name a few, although the shops in Stamford Hill are for the most part not of a high quality, whilst representation from betting shops and A5 uses lowers the quality of the centre. The environmental quality of the centre has scope for improvement.

• **Stoke Newington Road (Shacklewell South)** local shopping centre functions to all intents and purposes as a southern extension to Stoke Newington district town centre. There is a good range of shops and retail services, however the overall quality of the retail offer is generally lower and in contrast with the retail offer within the defined area of Stoke Newington High Street District town centre. The local shopping centre provides shops and retail facilities essential to the functioning of a local shopping centre and there is also a gallery, print shop, and a small number of restaurants and bars.

• **Upper Clapton Road** local shopping centre is a small centre which offers a good mix of uses including a strong convenience goods offer anchored by a Tesco Express convenience store. There is a noticeable presence from good quality A3 cafe/ restaurants uses which are helping to lift the quality of the centre. The centre has seen a reduction in the number of vacant units since the Council’s previous audit of the centre in 2014, and at the time of our visit there were just three vacant units in the centre.

• **Well Street** is a popular and well-used local shopping centre which sits to the south-west of Hackney Central district town centre. The centre is focussed around a Tesco Metro supermarket which the household survey results confirm to be a well-used store. There is a good mix of supporting uses and, in common with a number of the other local shopping centres in the Borough, the vitality and viability of the centre is supported by a street market, although a number of respondents to the household survey identified a need for improvements both to the range of shops and the market. The centre has a noticeably higher vacancy rate than others in the Borough.

• **Wick Road** is small local shopping centre of 17 units. Retail units are generally of a lower quality and include a sandwich bar, a dry cleaner, a small convenience shop, a café, four takeaway shops, an accountant, an estate agent, a pharmacy and a plumbers. There is no supermarket serving the centre. The environmental quality is poor due of the presence of the busy road, lack of public realm and shops frontages which require maintenance.

**Recommendations for Local Shopping Centres**

• **LSC1:** The role and function of the defined local shopping centres should be protected and, where necessary, enhanced over the course of the Council’s new Local Plan period.

• **LSC2:** The Council should not plan for the development of a significant quantum of additional comparison goods floorspace in its network of local shopping centres. Such an approach would be out of keeping with the role and function of these centres within the Borough’s retail hierarchy.
Shoreditch (potential new centre)

12.51 Our report has also undertaken an assessment of the role and function of Shoreditch. Located at the southern end of the Borough, adjacent to the City of London, Shoreditch is not afforded any allocation as a centre in the Council’s existing retail hierarchy. Shoreditch unquestionably performs a role which is different to that of the other centres in the Borough, in the sense that it is not a ‘traditional’ town or district town centre with a clear core retail function which supports its wider vitality and viability. There is no distinct area of primary and secondary activity, but rather a cluster of streets with active ground floor uses covering a wide range of retail, café, bar, restaurant, hotel and creative uses. Shoreditch is an important employment centre, with a noticeably present daytime worker community which helps supports the various town centre uses in the area. It is also a particularly popular location for evening/night-time economy uses, although our assessment has identified that in some parts of the centre these uses are heavily orientated towards bars/clubs and a more balanced evening economy may be beneficial in the longer term.

12.52 The Council have recently commissioned an Area Action Plan for Shoreditch, and it is recommended that the findings of this study are fully integrated with the AAP in order for a coherent vision of the area to be developed.

12.53 Shoreditch does have a retail function but it is, for the most part, a different proposition to that of the other centres in the Borough. 40% of ground floor units are in occupation by class A1 uses, compared to 55% in Dalston for example. However there are no real ‘anchor’ stores; rather the comparison goods offer almost entirely consists of specialist, ‘boutique’-type comparison goods operators, rather than meeting more day-to-day comparison shopping needs. This means that Shoreditch acts as a specialist/destination comparison goods shopping location in much the same way that Seven Dials in Covent Garden and Carnaby Street near Oxford Street do; this can be considered overall positive for the vitality and viability of the centre but does mean that there are some gaps in day-to-day shopping needs. Similarly, there is no supermarket serving the whole of the Shoreditch area – convenience goods provision is restricted to small convenience goods-format stores such as Co-Op (Great Eastern Street) and Tesco Express (Shoreditch High Street).

12.54 30% of ground floor uses in Shoreditch are in use for class A3 and A4 uses, compared to 12% in Dalston and 9% in Hackney Central. This statistic confirms the role which these uses play in the overall vitality and viability of the centre, and also confirms why the centre is so popular as an evening/night time economy location.

12.55 As noted above, in some parts of the centre, the offer becomes overly skewed towards A4 uses and whilst we consider that current levels of provision are acceptable, it is recommended that the Council carefully considers a strategy which seeks to monitor and manage the introduction of further uses of this nature in the centre. Any strategy will need to consider the fine balance between recognising the contribution which the A4 uses make to the overall vitality and viability of the centre and preventing an over-saturation which will compromise the other functions of the centre and its overall diversity of uses. Considerations in respect of anti-social behaviour and safety of users of the centre will also need to be borne in mind, although the in-centre survey did not identify any particularly strong concerns by users in the centre in respect of safety. A frontage policy which restricts the proportion of A4 units within a defined area of frontage may be one option the Council wishes to consider.

12.56 The A3 restaurant offer in the centre is relatively strong, and both Hoxton Square and the south Shoreditch area (in the vicinity of Shoreditch High Street) are both popular locations in this respect. Further uses of this nature should generally
be supported in principle – but again we recommend that a strategy is put in place to ensure that the current mixture of uses in the centre does not become overly orientated towards one particular use class.

12.57 Shoreditch also contains a range of other night-time economy venues, including a cluster of nightclubs around the Old Street / Hoxton Square area, and several gig venues. These uses make an important contribution to the appeal of the centre, and help support other bar/restaurant uses in the centre. The Council should therefore take a positive approach towards supporting and protecting these uses in the centre, subject to the points made above, and applications for further provision of this nature should be considered on individual merits.

12.58 In our Borough-wide recommendations (set out above) we have recommended that the Council defines primary and secondary frontages in each of its defined centres. It is not considered this approach should be applied to Shoreditch, as there is no clear defined primary ‘core’ of retail uses and a secondary area with a broader mix of town centre uses. It is recommended that the Council, via the Area Action Plan or other policy document, identify the streets in Shoreditch which have an active mix of main town centre uses at ground floor level, and allocate this as secondary shopping frontage. Such allocations should be developed in tandem with a strategy for reviewing the future mix of uses in the centre, as described above.

Shoreditch (potential new centre) recommendations:

12.59 Having set out the above summary of the current performance of Shoreditch, we make the following recommendations:

- **S1: The Council should consider allocating Shoreditch as part of London’s defined Central Activities Zone (CAZ) Frontage in its future retail hierarchy.** The unique nature of the offer in Shoreditch means it does easily fit in with the existing centre hierarchy of the Borough – it does not fulfill the role and function of a ‘major town centre’ based on London Plan definitions, and its role and function is considered to be in excess of that of a district town centre. The recommended hierarchy of centres for the Borough is discussed further in Recommendation HOC1.

- **S2: The Council should classify streets in Shoreditch with active main town centre uses at ground floor level as secondary shopping frontage.** This will enable a flexible approach to continue to be followed in respect of allowing a wide range of uses to be supported in the centre, but prevent loss to other non-A class uses.

- **S3: Related to Recommendation S2, the Council may wish to consider introduction of appropriate Article 4 directions in Shoreditch in order to protect the role and function of streets with active ground floor main town centre uses.** Such an approach should be taken in conjunction with neighbouring planning authorities where appropriate (see Recommendation S4).

- **S4: The Council should work with London Borough of Tower Hamlets and the City of London to ensure a coherent approach is followed in respect of frontage allocations and protection of main town centre uses across the Shoreditch area.**

- **S5: The Council should develop a strategy to guide the future development of evening/night-time economy uses in Shoreditch.** The evening/night-time economy uses unquestionably make an important and positive contribution to the overall vitality and viability of the centre, drawing visitors in from a wide area. However it is considered there is a need to develop a strategic approach towards the future development of these uses in the centre moving forwards. This could be integrated within the forthcoming Area Action Plan or take the form of a separate planning document. This document will need to consider, in particular, the approach towards proposals for the introduction of new class A4 floorspace in areas of Shoreditch where there is currently an over-saturation of uses, and opportunities for rebalancing the evening economy in order to support a broader range of uses.

- **S6: Allied to Recommendation S5, the Council should take a positive approach to applications which seek to diversify the range and offer of ‘evening economy’ and cultural uses in Shoreditch.**

- **S7: It is not recommended that the Council should plan for a significant quantum of comparison goods floorspace in the Shoreditch area, over and above that which has been permitted in the City of London fringe. Applications which seek to introduce new comparison goods floorspace of an appropriate scale into the Shoreditch area should be supported in principle.** As set out elsewhere in this section, it is recommended that the majority of the comparison goods capacity requirements which this study has identified should be directed towards Dalston major town centre (as the highest order centre in the Borough) and Hackney Central district town centre.

- **S8: The Council should plan for additional convenience goods floorspace to serve the Shoreditch area.** Shoreditch is under-provided for in terms of supermarkets, with existing provision limited to small-format convenience stores which offer limited choice. The provision of a larger supermarket would assist in improving consumer choice and delivering more sustainable shopping patterns. It is considered that a single store in the
region of 1,000 sq.m net would be suitable to meet the shopping needs of residents and workers in the area (by way of reference, this is a size similar to the Tesco Metro store in Well Street). More generally, applications which seek to enhance convenience goods provision in the Shoreditch area should be supported in principle.

- **S9:** The Council should continue to invest in and enhance the environmental quality of Shoreditch where required. The centre benefits from generally satisfactory environmental quality but there is scope for improvement of public realm, paving and overall physical appearance along some of the centre’s key arteries, particularly Old Street. It is expected that a strategy for improvements of this nature will come forward as part of the forthcoming Area Action Plan.

### Hierarchy of centres

12.60 Having undertaken our assessment of the role and function of each centre, we can draw conclusions on whether the current hierarchy of centres in the Borough remains fit for purpose. In doing this, we have regard to the definitions of different types of centre set out in the London Plan (Annex 2), as follows:

- **HOC1:** Having regard to the London Plan town centre definitions and our assessment of centres set out in Sections 5 to 8 of this report, we make the following recommendations on the Borough’s hierarchy of centres:

<table>
<thead>
<tr>
<th>Centre(s)</th>
<th>Current classification</th>
<th>Recommended classification</th>
<th>Reasons for change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dalston</td>
<td>Major Town Centre</td>
<td>Major Town Centre</td>
<td>(No change)</td>
</tr>
</tbody>
</table>
| Hackney Central   | District Town Centre   | Major Town Centre (aspiration) | The Council should seek to elevate Hackney Central to a major town centre over the course of its new Local Plan period. Whilst the centre currently has a quantum of floorspace lower than the London Plan guidance of 50,000 sq.m (estimated floorspace of 35,266 sq.m based on Experian Goad centre data), we consider the following points support a case for elevation to a major town centre:  
  • It is performing a strong role as a comparison goods shopping destination with a turnover in excess of Dalston.  
  • It is anchored by a number of high-profile, well-sized stores which drive footfall and contribute to the centre’s strong comparison goods performance. These stores include Primark, Marks & Spencer and TK Maxx.  
  • The centre has a borough-wide comparison goods shopping catchment drawing a market share of over 20% from its two nearest zones.  
  • The proportion of comparison goods spend retained by the centre has increased, suggesting a strengthened comparison goods performance. |

Hierarchy of centres

Having undertaken our assessment of the role and function of each centre, we can draw conclusions on whether the current hierarchy of centres in the Borough remains fit for purpose. In doing this, we have regard to the definitions of different types of centre set out in the London Plan (Annex 2), as follows:
shopping role.
• It has the highest comparison goods sales density of any centre in the Borough, with floorspace trading at £8,350 per sq.m.
• It is the focus of the Borough’s civic/administrative functions, which makes an important contribution to the overall vitality of the centre.
• It has a strong cultural offer (cinemas, theatres, museums, live music venues) and plays a vital role in the Borough’s evening and night-time economy.
• The delivery of the identified opportunity sites in the centre should be used to deliver additional comparison goods retail floorspace, assisting in meeting the identified need requirements for the Borough. This in turn will consolidate and strengthen its role and function as a comparison goods shopping destination and provide the impetus for upgrading the centre to a Major Town Centre.

<table>
<thead>
<tr>
<th>Location</th>
<th>Classification</th>
<th>Classification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stoke Newington</td>
<td>District Town Centre</td>
<td>District Town Centre</td>
<td>The Council should consider extending the boundaries of the district town centre to incorporate the adjacent local shopping centres of Stoke Newington Church Street and Stoke Newington South, in order to provide a co-ordinated approach to the future development of the centre.</td>
</tr>
<tr>
<td>Finsbury Park</td>
<td>District Town Centre</td>
<td>District Town Centre</td>
<td>(No change)</td>
</tr>
<tr>
<td>Stamford Hill</td>
<td>Local Shopping Centre</td>
<td>District Town Centre</td>
<td>It is considered that Stamford Hill meets the London Plan requirements of a district town centre. The centre is served by two good-sized supermarkets which draw trade from a wider catchment than would be expected for a local shopping centre. The centre also contains a sizeable quantum of comparison and services floorspace, and benefits from a good level of accessibility. We would consider the centre to be comparable in role and function to that of Finsbury Park, and on this basis recommend its reclassification in the hierarchy of centres.</td>
</tr>
<tr>
<td>Shacklewell Lane</td>
<td>Local Shopping Centre</td>
<td>No classification</td>
<td>This local shopping centre offers a limited range of uses and has poor coherence. In light of the proximity of the centre to Dalston major town centre we consider that there is no need for this centre to be protected through policy.</td>
</tr>
<tr>
<td>Oldhill Street, Dunsmure Road</td>
<td>No classification</td>
<td>Local Shopping Centre</td>
<td>Shopping parades Oldhill Street and Dunsmure Road should be incorporated within the Council’s network of local shopping centres. Both of these centres provide an important range of local shopping facilities reflecting those in the London Plan classification. We do not recommend that a further proposed Local Shopping Centre at Green Lanes should be included in the hierarchy of centres.</td>
</tr>
<tr>
<td>Broadway Market, Chatsworth Road, Hoxton</td>
<td>Local Shopping Centre</td>
<td>Local Shopping Centre</td>
<td>(No change)</td>
</tr>
</tbody>
</table>
Street, Lauriston Road, Lower Clapton Road, Manor House, Upper Clapton Road, Well Street, Wick Road

| Shoreditch | - | Central Activities Zone Frontage |

Shoreditch has a materially different role and function from that of the other centres in the Borough, and its mix of uses and the nature of its offer does not readily lend itself to classification as either a ‘major’ or ‘district town’ centre. However an allocation is required in order for a strategy to be developed to guide future development in the Shoreditch area, which should include allocation of secondary shopping frontage in appropriate locations. It is considered that the role and function of Shoreditch more closely reflects that of the Central Activities Zone Frontage adopted elsewhere in Central London.

### Hackney Wick

12.61 We understand that the GLA are considering the allocation of Hackney Wick as a district centre, on account of the development of approximately 14,000 sq.m of class D2 floorspace at the Copperbox development. The planning powers for development at Hackney Wick currently reside with the London Legacy Development Corporation, and the Council should therefore proactively work with the LLDC and the GLA to articulate the role and function of Hackney Wick, to ensure that there is no scope for the role and function of any of the existing network of centres in the Borough to be impacted.

### Monitoring and next steps

12.62 We have undertaken a comprehensive assessment of the performance of the town, district and local shopping centres across the London Borough of Hackney, and established the ‘need’ for new comparison and convenience goods floorspace plus commercial leisure needs which the Borough will need to plan for. Our assessment has identified that the centres are, for the most part, performing well. Some centres have experienced quite significant change since the Council’s previous retail and town centre evidence base study was completed, in 2005.

12.63 Moving forward it is recommended that the Council updates its retail and town centre evidence base at more frequent intervals, particularly given the rapid changes taking place in the retail sector. Other key data inputs into the capacity forecasts, such as expenditure growth rates and ‘special forms of trading’ rates such as online shopping are also frequently published, confirming the need for the Council to maintain an up-to-date retail evidence base.