

Sequential Test for Policy LP 13.

Proposed food outlet in the beer garden of former Swan public house, Station Road, Marsden HD7 6BS.



August 2021.

Sequential Test .

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1.0 Introduction.

- 1.1 This statement has been prepared to accompany a planning application for a food takeaway outlet within the beer garden of the former Swan public house Station Road, Marsden HD7 6BS.
- 1.2 The site is deemed 'edge of centre' and so a sequential test has been requested in accordance with Policy LP13 and to include the following:
 - Business model for the development.
 - Catchment area in accordance with the Shopping Centre Hierarchy Table.
 - Audit trail of discounted sites.

2.0 The Test.

2.1 Business Model.

In 2018 we researched the availability of small artisan workshops and units within the village and the wider area. It became apparent there were very few within the village.

Whilst many smaller/ online businesses operate from home, a small premises is the natural next step. A gap existed based on our findings. The conversion work to the previous Swan pub was completed in December 2020. We created 7 units, which are all fully let. We are taking numerous enquiries regarding the availability of similar units. The need for additional similar space is clear based on this.

The units we have currently range from 15m² to 40m², we offer flexible working space with short leases which are affordable for smaller starter businesses.

The district centre of Marsden is popular with walkers/ tourists and cyclists. The proposed unit will aim to capture this market. However, our target market is the business operator who we will let the unit to.

We wish to point out although this is not within Kirkless definition of the Marsden village centre, as someone who is local to the area this is very much

the village centre and it is adjacent to other similar units which we completed in 2020.

2.2 Catchment Area.

The catchment area will be people living within the village of Marsden and those visiting from surrounding towns and villages.

2.3 Discounted Sites.

2 Derby Terrace is currently available, although this is a 3 storey building on a much larger footprint at about 80m². This does not fit within our business model for a small unit which is capturing passing trade as it is on a side street within the village centre.

In addition there is 30 Peel Street which is vacant, however this is also a large shop which once again doesn't fit within our model.

3.0 Conclusions.

- 4.1 The site is defined by Kirklees as 'edge of centre' but we would consider the recent occupation of the small retail outlets within the former Swan public house has extended the village centre and the application site would be included in this.

However, we feel sufficient information has been provided for the site to pass the sequential test.