

Paddy Power

Faircross Parade, Barking



Paddy Power's application for a new betting shop within the Faircross Shopping Parade in Barking was met with local opposition. One concern was that another betting shop would harm the centre and lead to its decline.

Planning permission was refused by the Council but Paddy Power later obtained planning permission at appeal in December 2013, and have been operating since September 2014. This case study demonstrates that the new Paddy Power betting shop has not led to the decline of the centre that was feared locally.

Faircross Parade is a designated Neighbourhood Centre in Barking. The centre consists of two parades of shops with residential flats above, divided by a main road. The centre has 33 units, with 16 units located in the eastern parade and 17 in the western parade. The centre also contains an existing betting shop – Coral, located in the eastern parade.

One year following Paddy Power's opening at Faircross Parade, Planning Potential undertook a further survey of the units within the centre to see if there had been any changes in retailer representation. The results of the survey are contained in the table overleaf compared with the position in 2013.

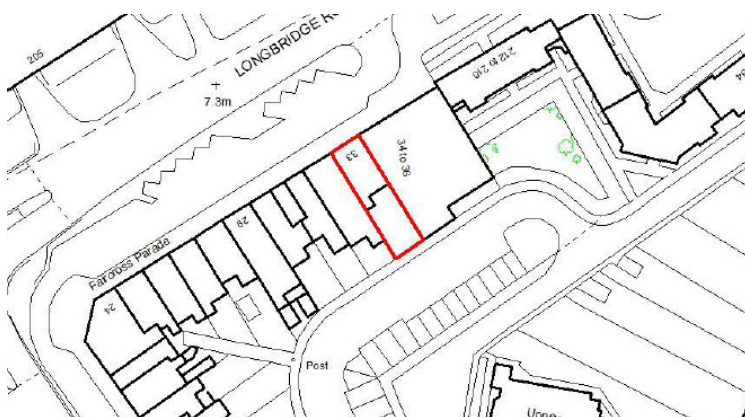
The survey shows there have been no changes within the eastern parade where Paddy Power are located, and only a few changes have occurred within the western parade.

Barclays moved out of the centre in October 2014, after Paddy Power opened. However, it is clear from an article in the Barking & Dagenham Post on 12 July 2014 that the reason Barclays was closing was because customer usage had been significantly declining over a number of years. It is therefore quite clear that the opening of the Paddy Power shop did not have any bearing on Barclays' closure. The bank building is large and does not have a shopfront, therefore it is unsurprising that this unit has not been taken up quickly.

It is not clear when the other changes took place, and indeed some may have taken place between the September 2013 survey and the Paddy Power shop opening, but what this case study clearly demonstrates is that the new Paddy Power betting shop has not resulted in the decline of the centre as many feared, rather the centre has continued to operate in a similar way, with the same mix of uses and the same level of vacancies. Vacancy rates have been steady at 9%.

In the appeal decision the Inspector concluded that the use of the premises as a betting shop leading to two betting shops within the parade, based on the evidence before her, would not harm the centre. The survey carried out one year after the premises opened demonstrates that to be the case.

September 2013			September 2015		
Unit No.	Occupier	Use Class	Unit No.	Occupier	Use Class
1	VACANT - Previously IT Shop	A1	1	VACANT - Previously IT Shop	A1
2	Hair Salon	A1	2	Hair Salon	A1
3	Estate Agents	A2	3	Estate Agents	A2
4	QF Express Convenience Store	A1	4	QF Express Convenience Store	A1
5a	VACANT - Previously Barbers	A1	5a	Bron Teas 9 (Sandwich Shop)	A1
5	Bare Beautiful	A1	5	Bare Beautiful	A1
6	Chinese Takeaway	A5	6	VACANT – Previously Chinese T/A)	A5
7	Grocers	A1	7	Grocers	A1
8	Café	A3	8	Spice Box	A3
9	Discount Lane Household Goods	A1	9	Barber Shop & mobile phone repair shop	A1
10	Ritchies Bakery	A1	10	Ritchies Bakery	A1
11	Britania Pharmacy	A1	11	Britania Pharmacy	A1
12	Newsagents	A1	12	Newsagents	A1
13-15	Barclays Bank	A2	13-15	VACANT (Previously Barclays)	A2
16	Off Licence / Supermarket	A1	16	Off Licence / Supermarket	A1
17	Dry Cleaners	A1	17	Dry Cleaners	A1
18	Faircross Fish and Chips	A5	18	Faircross Fish and Chips	A5
Break between parades					
19	Britania Pharmacy	A1	19	Britania Pharmacy	A1
20	Post Office	A1	20	Post Office	A1
21	Café	A3	21	Café	A3
22	Laundrette	A1	22	Laundrette	A1
23	Takeaway	A5	23	Takeaway	A5
24	Coral	A2	24	Coral	A2
25	Funeral Directors	A1	25	Funeral Directors	A1
26	Green Grocers	A1	26	Green Grocers	A1
27	Green Grocers	A1	27	Green Grocers	A1
28	Florist	A1	28	Florist	A1
29	Charity Shop	A1	29	Charity Shop	A1
30	Convenience	A1	30	Convenience	A1
31	Travel Agent	A1	31	Travel Agent	A1
32	Hair Salon	A1	32	Hair Salon	A1
33	VACANT - Previously Estate Agent	A2	33	Paddy Power	SG
34-36	Coop	A1	34-36	Coop	A1



Planning Potential Ltd
 Magdalen House
 148 Tooley Street
 London SE1 2TU
 T: 020 7357 8000

Paddy Power

North Street, Taunton



Paddy Power's application for a new betting shop in a vacant retail unit on North Street in Taunton was met with local opposition. There was concern that the loss of an A1 retail unit and another betting shop within the centre would lead to a decline in this part of the centre.

Planning permission was refused by the Council but Paddy Power later obtained planning permission at appeal in February 2013, and have been operating since April 2014. This case study demonstrates that the new Paddy Power betting shop has not led to the decline that was feared locally.

North Street is one of three streets that forms the Primary Shopping Frontage of Taunton Town Centre. North Street comprises a total of 41 units, 20 of which are located on the western side of the road and 21 of which are located on the eastern side. At the time of the appeal North Street contained two existing betting shops - 'BetFred' and 'Ladbrokes', both of which were located on the eastern side (the same side as the Paddy Power unit).

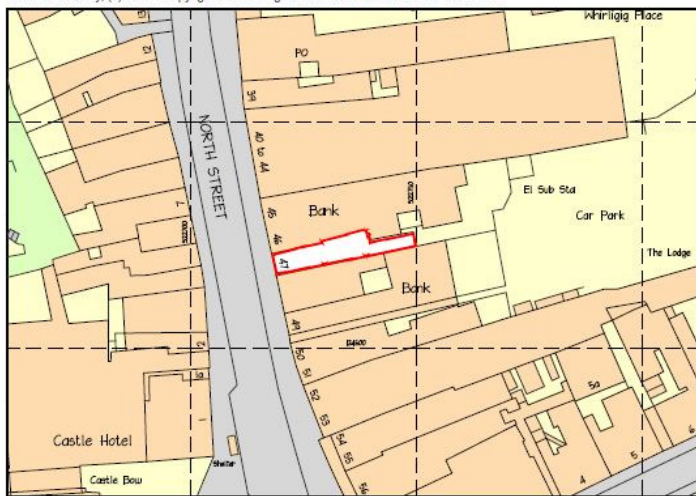
Seventeen months following Paddy Power's opening, Planning Potential undertook a further survey of the units along North Street to determine whether there had been any changes in retailer representation over a 17 month period. The results of the survey are contained in the table overleaf compared with the position in November 2013.

The survey shows that changes have occurred on both sides of North Street, with retailers moving in and out. It is not clear exactly when the changes took place and why, but what this case study clearly demonstrates is that the new Paddy Power betting shop has not resulted in the decline of North Street or the Primary Shopping Area as many feared, rather the centre has continued to operate in a similar way, with the same mix of uses and a reduction in vacancies from 9.8% to 7.3%.

In the appeal decision, the Inspector concluded that the use of the premises as a betting shop leading to three betting shops within the parade, based on the evidence before her, would not harm the centre. It was considered that a betting shop would help sustain the vitality and viability of the Primary Shopping Frontage, and adding another non-A1 use in this particular location would not undermine the retail function of the immediate area. The survey carried out 17 months after the premises opened demonstrates this to be the case.

November 2013			September 2015		
Unit No.	Occupier	Use Class	Unit No.	Occupier	Use Class
Western Parade					
1	Fat Face - Clothing	A1	1	Fat Face - Clothing	A1
1a	Brazz – Wine Bar	A1	1a	Brazz – Wine Bar	A1
1b	VACANT – recently refurbished	A1	1b	Nandos – (formerly vacant)	A1
2	Lush - Cosmetics	A1	2	Lush - Cosmetics	A1
3	Britannia – Building Society	A1	3	Co-Op Bank – (formerly Britannia)	A1
4	Boots - Opticians	A1	4	Boots - Opticians	A1
5	VACANT – previously Cornish Food	A3	5	Surridge Art Gallery - (formerly vacant)	D1
6	London Camera Exchange	A1	6	London Camera Exchange	A1
7	Cancer Research UK	A1	7	London Camera Exchange	A1
8	Greggs - Bakery	A1	8	Greggs - Bakery	A1
9	Ecco – Shoe Shop	A1	9	Ecco – Shoe Shop	A1
10	Canns - Clothing	A1	10	Steamer Book Shop – (formerly Canns)	A1
11	British Heart Foundation	A1	11	British Heart Foundation	A1
12	Jones Shoes	A1	12	Jones Shoes	A1
Mill Lane	Mambo – Wine Bar	A4	Mill Lane	Mambo – Wine Bar	A4
13-14	Thompson – Travel Agents	A1	13-14	VACANT (formerly Thomson)	A1
15	Timpson – Key cutting	A1	15	Timpson – Key cutting	A1
16	Michael Spiers - Jewellers	A1	16	Michael Spiers - Jewellers	A1
17	HSBC – Bank	A2	17	HSBC – Bank	A2
18-26	Debenhams – Department Store	A1	18-26	Debenhams – Department Store	A1
Eastern Parade					
27	Roots Café	A3	27	VACANT (formerly Roots Café)	A3
28	The Money Shop	A2	28	VACANT (formerly Money Shop)	A2
29	Bet Fred - Bookmakers	A2	29	Bet Fred - Bookmakers	A2
30	PDSA – Charity Shop	A1	30	PDSA – Charity Shop	A1
31	Poundland – Discount Store	A1	31	Poundland – Discount Store	A1
32	Coffee #1	A3	32	Coffee #1	A3
33	White Stuff	A1	33	White Stuff	A1
34-35	TSB – Building Society	A2	34-35	TSB – Building Society	A2
36	Sharpes Bedrooms	A1	36	Sharpes Bedrooms	A1
37	VACANT (formerly Newsagents)	A1	37	Phone junkies (formerly vacant)	A1
38	Post Office	A1	38	Ask Italian (formerly Post Office)	A3
39	Moss – Clothing	A1	39	Moss – Clothing	A1
40-44	BHS – Mixed Goods	A1	40-44	BHS – Mixed Goods	A1
45-46	Barclays Bank	A2	45-46	Barclays Bank	A2
47	Vacant (formerly Game Station)	A1	47	Paddy Power (formerly vacant)	A2
48	Mountain Warehouse	A1	48	Mountain Warehouse	A1
49	NatWest	A2	49	NatWest	A2
50-51	Ladbrokes	A2	50-51	Ladbrokes	A2
52-53	The County Stores	A1	34-35	The County Stores (Plus Post Office)	A1
54-55	Top Shop - Clothing	A1	54-55	Top Shop - Clothing	A1
56	River Island - Clothing	A1	56	River Island - Clothing	A1

Ordnance Survey, (c) Crown Copyright 2012. All rights reserved. Licence number 100020449



site location plan - 1:1250

Planning Potential Ltd
Magdalen House
148 Tooley Street
London SE1 2TU
T: 020 7357 8000