

# Baguley District Centre

## Description

Baguley (West Wythenshawe) is a relatively new district centre that was first designated as part of the Manchester Core Strategy, adopted in July 2012. The centre is focused around modern retail facilities which are located to the north (Brookway Retail Park) and south (Tesco Extra) of Altrincham Road. Whilst Baguley is characterised by large format retail units served by extensive surface car parking, it provides a strong day-to-day retail offer with three foodstores supplemented by the discount variety operator, B&M.

Baguley supports the fewest number of operators across Manchester's district centres, with just eight units in total. It is the twelfth largest district centre in the City terms of total floorspace. Whilst the character of the centre is defined by the large unit floorplates (which are wholly occupied by national multiple occupiers) and the significant amount of surface car parking, the centre is well located in respect of meeting the needs of residents of Baguley, Brooklands and north Wythenshawe. Its location on Altrincham Road means that it benefits from bus services which stop nearby.

*Table 1 District Centre Floorspace Composition*

GOAD Category	Floorspace at 2023 (sq.m)	Floorspace at 2023 (%)	Floorspace UK Average at 2023 (%)
Comparison	7,196	36.2%	30.1%
Convenience	12,816	61.3%	15.5%
Financial	0	0.0%	6.6%
Leisure	0	0.0%	26.3%
Retail Service	506	2.5%	7.2%
Vacant	0	0.0%	13.8%
<b>TOTAL</b>	<b>19,888</b>	<b>100.0%</b>	<b>100.0%</b>

*Source: Composition of District centre based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of February 2023; UK Average from Experian Goad Report February 2023.*

*Table 2 District Centre Unit Composition*

GOAD Category	Units at 2023	Units at 2023 (%)	Units UK Average at 2023 (%)
Comparison	4	50.0%	26.9%
Convenience	3	37.5%	9.3%
Financial	0	0.0%	8.7%
Leisure	0	0.0%	25.4%
Retail Service	1	12.5%	15.8%

Vacant	0	0.0%	13.8%
<b>TOTAL</b>	<b>8</b>	<b>100.0%</b>	<b>100.0%</b>

*Source: District centre composition based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of February 2023; UK Average from Experian Goad Report February 2023.*

## Uses

Baguley accommodates just eight units and its offer is focused on day-to-day grocery and household comparison goods retail. There are five units located to the north of Altrincham Road, these being B&M, Matalan, Pets at Home and Wickes at Brookway Retail Park together with the adjacent Aldi store. To the south of Altrincham Road lie Tesco Extra, its associated petrol filling station, and the Lidl store.

Other than the petrol filling station – which is classified as a retail service use – the entire focus of the centre is retailing. The three foodstores comprise convenience goods retailers and the units at Brookway Retail Park are comparison goods.

As a consequence, the land use composition data identifies that the centre is skewed towards convenience and comparison retail offer when compared to the national average position. A total of 39.3% of floorspace and 50.0% of units are dedicated to comparison goods use, which compares to the respective national average position of 30.1% and 26.9%. In terms of convenience goods operators, 58.% of floorspace and 37.5% of units are dedicated to this use. These figures are all substantially above national average.

In reviewing the operators present in the centre, two matters are of importance.

Firstly, the centre wholly comprises national multiple operators which are focused around meeting retail needs. Whilst the Tesco petrol filling station is classified as a retail service use, the type of service providers which one would expect to see in a district centre (hairdressers, cafés, banks and so on) are generally absent. However, in this regard, it should be noted that Tesco Extra's offer is extensive and that some traditional functions of a centre are incorporated within this use. For example, located within the store are a café, pharmacy, and bureau de change. The car park accommodates a Timpson shoe repair kiosk.

Secondly, although the number of units are limited, the scale of each operation is substantial. The Tesco Extra is the operator's largest format store and both the Aldi and Lidl are modern units which support the operators' full offer. B&M provides a strong day-to-day comparison goods offer, which means that the very large majority of grocery and household shopping can be undertaken at the centre.

Given the above, it is recognised that although the service role of the centre is weak, it is able to support linked trips through the complementary nature of the retail representation. This is evident in respect of the grocery offer given that some customers will purchase staple items at Aldi, B&M or Lidl whilst also shopping at Tesco to purchase additional goods.

## Daytime/Evening Economy

Given the retail focus of the centre, there is no leisure and evening economy to speak of. However, key stores are the subject of extended opening hours (Tesco Extra trades from 6am to 12am Monday to Saturday, and Aldi and Lidl both trade from 8am to 10pm). As such, there is a good level of activity in the centre into the evening.

## Vacancies

All units are occupied which corresponds to the centre being well located and accessible. Key anchors – including Aldi, B&M, Lidl and Tesco – generate significant footfall to the benefit of other retailers in the centre. We are unaware of any units becoming vacant in recent years, which underlines the viability of the centre.

## Opportunity Sites

The centre is fully occupied and comprises modern units. There are few opportunities as a consequence. There may be some potential to introduce some relatively small-scale uses (in ‘pod’ format) within the car parking areas at Brookway Retail Park and adjacent to the Tesco Extra.

In addition, we note the significant previously developed plot (comprising approximately 1.5 hectares) which is bounded by Manchester Health Academy to the north, Moor Road to the east, Altrincham Road to the south, and Pets at Home to the west. This site was vacated as a consequence of the Manchester Health Academy development and was most recently used as a site compound in association with the Wythenshawe Metrolink tram expansion works.

The site is identified in the Council’s Strategic Housing Land Availability Assessment (SHLAA) 2023, under the reference ‘Brook2300’, as having capacity for up to 210 residential flats, which are expected to come forward between 2028/29 and 2032/33. The SHLAA site does not currently benefit from any residential planning permission and there are no pending planning applications relating to it. We consider that there is potential to accommodate further retail, leisure and/or service uses at ground floor level within any future residential development in this location. However, we recognise that the site lies within a PADHI (Planning Advice for Developments near Hazardous Installations) consultation zone due to its proximity to a high pressure gas main, and that this may impact on appropriate uses and the developable area of the site in practice.

## Market Summary

With reference to CoStar data sourced in June 2023, the average annual market rent per sq.ft currently achieved in Baguley is £21.09, with this figure representing a 7.8% increase on the £19.57 per sq.ft average achieved in the previous 12-month period. This is the third highest market rent achieved by one of Manchester's district centres.

Additionally, the average market sale price per sq.ft has increased slightly over the past 12-month period, up 1.7% to £250 per sq.ft. This is highest market sale price attained by any of the 17 district centres. No data is available in respect of forecast future changes in rent.

In respect of yields, CoStar finds that the current market yield is 6.5%, with this figure remaining the same as the market yield observed in the previous 12-month period.

Increases in rents and decreases in yields are generally considered positive signs in respect of investor confidence in a given location. In this instance, Baguley's yields are the lowest recorded for any district centre in Manchester, suggesting an excellent level of investor confidence. This reflects the modern nature of the commercial stock and the occupancy rate.

No data is available relating to the probability of leasing vacant premises, which reflects the fact that it has been some time since property became available.

## Pedestrian Flows

Pedestrian activity across the centre reflects its character. The majority of pedestrian trips are from visitors' cars into the respective shops. There is no opportunity to linger within the centre given that it is focused around car parking and large format retail.

The retail offer is focused around goods which are relatively heavy and can be difficult to carry – namely groceries and other household goods – and the lack of generally pedestrian activity around the site reflects this. There is a pelican crossing which provides direct access across Altrincham Road to the link the northern and southern parts of the centre. We noticed a moderate level of activity across the pedestrian crossing, albeit some visitors choosing to visit different elements of the centre will inevitably drive from one car park to another. Once more, this reflects the fact that grocery shopping results in the need to transport heavy bags of shopping.

## Accessibility

Whilst the principal means of transport to Baguley district centre is the car, the centre is also accessible by bus and by tram. Bus stops are located on Altrincham Road adjacent to the Aldi (for services travelling towards Wythenshawe) and Lidl (for services travelling towards Altrincham) stores. Frequent bus services run in the area to Altrincham, Eccles and Manchester Airport. A Metrolink stop is located at Southmoor Road to the south of the centre. The Metrolink service runs between Manchester Airport and the city centre. Dedicated (and separate) pedestrian and cycling routes run west to east adjacent to Altrincham Road (with the dedicated pedestrian lane also extending up Moor Road to the north).

Baguley district centre is therefore considered to be accessible via a range of modes of transport.

We understand that Brookway Retail Park provides around 290 car parking spaces and that a greater of spaces are provided at the Tesco Extra.

Pedestrian access through the respective car parking areas is generally achieved through space which is shared with vehicles. Dedicated disabled spaces and parent & child spaces are located adjacent to key stores' entrances.

We again note that the northern and southern parts of the centre are linked via a pelican crossing which transverses Altrincham Road. It is considered that there is a reasonable level of accessibility within the centre albeit this is again in the context of the wider centre being substantially occupied by car parking.

## Perception of Safety

Baguley generally appears safe and secure. It benefits substantially in this regard from the surveillance provided by car parking and activity associated with busy, large format stores. The centre is generally in private ownership and management, and the maintenance of the centre is good. Stores such as Tesco Extra also have their own security officers which may also help reduce instances of anti-social behaviour.

## Environmental Quality

The environmental quality of the centre reflects its character. The centre comprises Brookway Retail Park, Tesco Extra and the two discount foodstores. Other than the car parks, there is little by way of public realm. The environmental quality is considered to be fair and reflective of the general character and nature of the centre.

Whilst there is little provision to gather or relax within the centre, the environmental is well maintained. This includes the soft landscaping although this is limited to the periphery of sites (generally at their Altrincham Road frontage).

## Conclusions

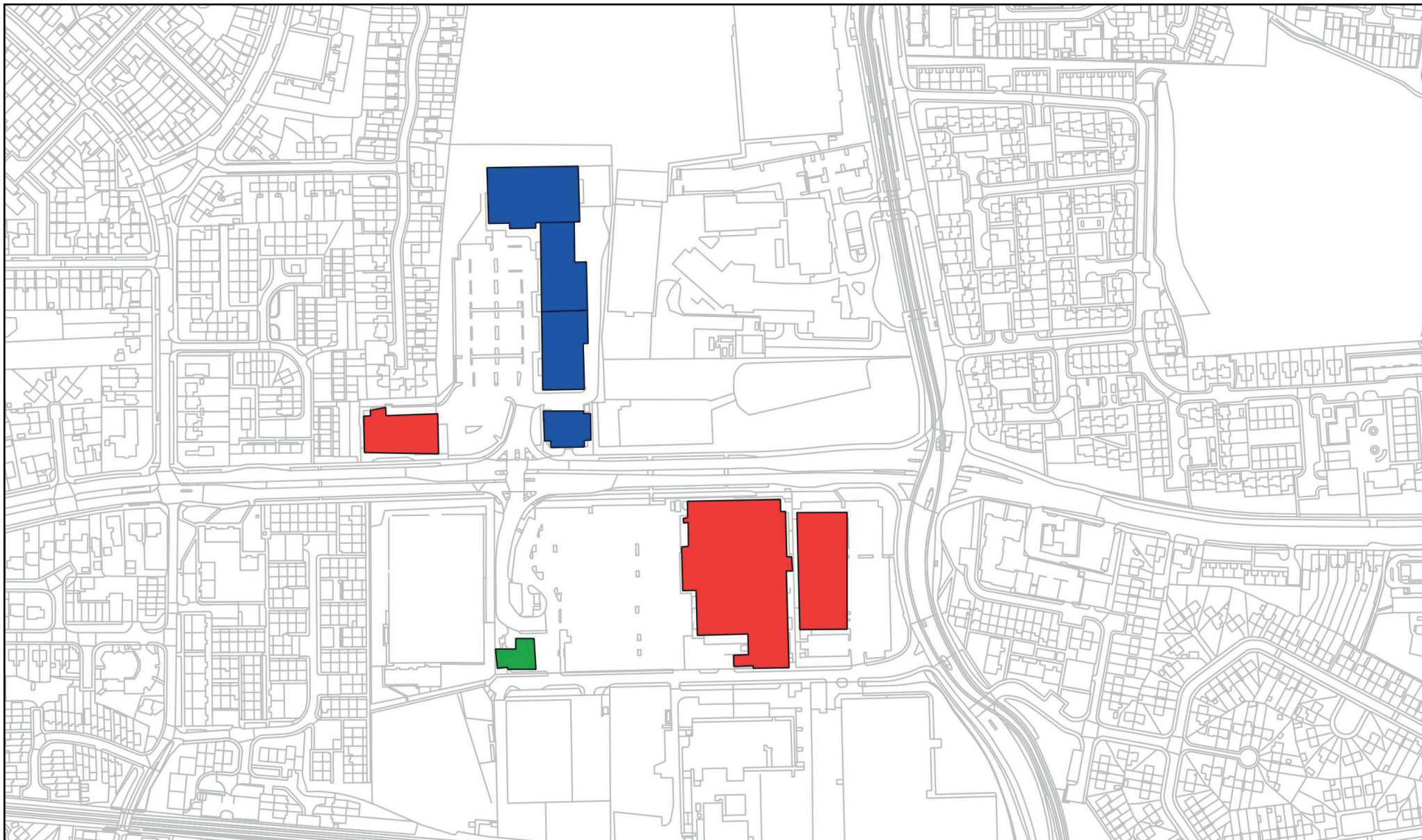
Baguley district centre is focused around convenience goods shopping supplemented by some day-to-day comparison goods retail. The centre comprises large format retail floorspace which is occupied solely to national multiple retailers. Whilst Tesco's petrol filling station is considered to be a retail service, the centre does not support any wider service offer.

Whilst there are only a limited units within the centre (eight in total), the offer of the centre is boosted by the range of goods and services available within the Tesco Extra store. The Tesco incorporates a café, pharmacy, and bureau de change. Its car park accommodates a Timpson shoe repair kiosk.

The grocery offer of the centre is further underpinned by the Aldi and Lidl discount foodstores, and by the B&M store. Some shoppers may visit two or more of these retailers in order to secure choice and good value, thereby providing the opportunity for linked trips as part of the same general journey.

The vitality and viability of Baguley is consistent with the character of its component parts. It is in the format of a retail park with adjacent large format grocery stores. The centre is wholly occupied by national multiple operators and is fully occupied. Whilst the centre is limited by virtue of its character and very limited service offer, it is considered to be an important local facility. Furthermore, the centre commands high rents and market sale prices and is the subject of the lowest recorded yield of any district centre. It is therefore considered to be vital and viable.





## West Wythenshawe (Baguley) district centre

### Manchester Retail and Leisure Study

Survey Date - February 2023

#### Key

 Comparison	 Leisure Service
 Convenience	 Retail Service
 Financial & Business Services	 Vacant