

**Report to the Asset Management and  
Economic Development Cabinet  
Committee**



**Epping Forest  
District Council**

**Report reference: AMED-005-2018/19**

**Date of meeting: 17 January 2019**

**Portfolio: Commercial and Regulatory Services**

**Subject: Report and Presentation on the Broadway Impact Study**

**Responsible Officer: J Nolan (01992 564083)**

**Democratic Services: J Leither (01992 564756)**

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**Recommendations/Decisions Required:**

- (1) That the Committee note the findings of the Broadway Impact Study**

**Executive Summary:**

This report outlines the background to the study undertaken to ascertain the impact of the opening of the Epping Forest Shopping Park on the Broadway retail environment.

A presentation will be made to the Committee by the report authors, Lichfields.

**Reasons for Proposed Decision:**

This is a report for noting only.

**Other Options for Action:**

None

**Report:**

1. Epping Forest Shopping Park was granted outline planning permission in 2012, its construction commenced in September 2016 and it opened in December 2017. The retail park is currently occupied by Next (including Costa Coffee), Hobbycraft, Pets at Home, TK Maxx, Smyths Toys, Aldi, JD Sports, Card Factory, Greggs, Home Bargains, Mountain Warehouse and Boots. Concerns have been raised regarding the possible impact this development is having on The Broadway in Debden. Epping Forest Shopping Park is located about 500 metres to the south of The Broadway.
2. In 2009 the Council commissioned Roger Tym to prepare a District wide Town Centres Study which was completed in May 2010, and predated the Epping Forest Shopping Park application.
3. The outline planning application for Epping Forest Shopping Park included a Retail Statement prepared by Lichfields (previously Nathaniel Lichfields and Partners) dated

December 2010. This Retail Statement was based on the quantitative and qualitative findings within the Epping Forest Town Centres Study. The Retail Statement included a retail impact assessment that estimated the base year trading performance of the Broadway at 2009, and then projected this trading performance to 2014, based on two scenarios i.e. with and without the proposed Epping Forest Shopping Park development.

4. Following a formal meeting with representatives of the Broadway traders, Lichfields were commissioned by the Council to undertake an independent retail and economic assessment of the recent development of Epping Forest Shopping Park. The report assesses current trading patterns in 2018, and compares the results with previous base year and design year turnover levels, as predicted in 2009 and 2010.
5. Three main areas of work have been undertaken to assess how The Broadway may have changed before and after the development of Epping Forest Retail Park at Langston Road. These are The Broadway centre health check, visitor and household surveys and a retail capacity assessment.
6. The findings of the report will be formally presented to the Committee by Lichfields at this meeting.

**Resource Implications:**

None as this is an update report.

**Legal and Governance Implications:**

None

**Safer, Cleaner and Greener Implications:**

None

**Consultation Undertaken:**

A formal meeting with representatives of the Broadway traders was held prior to the study. An in-street visitor survey was undertaken.

**Background Papers:**

The Broadway Impact Study prepared by Litchfields.

**Risk Management:**

None.

**Equality Analysis:**

The Equality Act 2010 requires that the Public Sector Equality Duty is actively applied in decision-making. This means that the equality information provided to accompany this report is essential reading for all members involved in the consideration of this report. The equality information is provided at Appendix 1 to the report.