



Cornwall Monitoring Report

Penzance Town Report

December 2018

Penzance Town Report 2018

1 Penzance Town Centre Survey

1.1 The annual survey of town centre uses was undertaken for Penzance in May 2018. A map and tables detailing the town centre uses along with the health check data by street are appended to this report.

1.2 Penzance is the second largest centre in Cornwall after Truro, with 389 units. The quantity of units by use class has been surveyed over the last 7 years and the type and quantity of uses is recorded in Table 1 below. Four additional units have been added to the survey this year through the redevelopment of the gas works site. These were created within the ground floor of the retirement block of flats built along Wharf Road. However, 2 units were lost elsewhere in the town; a reduction of one unit was through the merger of two cafes to create The Singing Rooster up Causewayhead. And another unit was lost through its conversion to residential use on the periphery of the town. The result being a net gain of 2 units compared to last year.

Table 1 Town Centre Uses by Survey Year

Survey Year	A1	A2	A3	A4	A5	B1a	D1	D2	Vacant	Other	Total	% Vacancy	% Cornwall Vacant
2018	215	32	31	13	11	5	13	8	51	10	389	13.1	10.4
2017	219	31	29	13	10	4	14	7	50	10	387	12.9	9.6
2016	216	31	31	13	11	4	15	6	49	11	387	12.7	9.4
2015	211	31	28	13	12	9	12	6	54	12	388	13.9	9.1
2014	219	43	31	13	11	12	11	6	44	8	398	11.1	8.6
2013	222	46	29	14	10	10	10	6	44	7	398	11.1	8.4
2012	227	40	28	17	10	9	3	5	40	7	386	10.4	8.7

1.3 There have been a number of changes to Penzance in the last year. Shops to close were Home Hardware, Pengelly's shoes, Malin's pet shop and Pellow's bakery. Argos relocated out of the town centre and into the Sainsbury store. An optician, a bakery, Ma Larkin's and St Justin also closed all leaving vacant units behind.

1.4 New A1 businesses to the town included a beauty salon, a clothes shop, a funeral parlour and several retail art and craft shops.

1.5 As with all town centres in Cornwall, A1 retail uses continue to be the dominant use and this has seen little change in recent years with A1 retail retaining about 54-57% of the total units, so performing above average (50%) compared to other Cornish towns. However, this year's survey results shows that there was a reduction of 5 units to the A1 retail uses and small gains to the café/restaurant A3 use and A5 take away use. The proportion of A1 uses that make up the Prime Shopping Area has reduced from 60% down to 58% this year, although is still performing above the average of 53.6%.

1.6 Since April 2015 the re-categorisation of betting shops and pawnbrokers has resulted in the reduction of 3 A2 units and consequently the gain of 3 Sui Generis (SG) units; now included within the 'other' category. Despite the addition of Coral Bookmakers in 2016 there was an overall reduction in units within this category due to the closure of Sound nightclub. The vacancy rate increased slightly to 13% compared to last year and remains above the Cornish average by 2.7% when including all town centre uses.

Convenience, Comparison and Service uses within the Town Centre.

1.7 To measure the diversity of a town centre the A Class retail element is split into three main categories; convenience, comparison and service uses. The 'health' of the town can be monitored by tracking the proportion of these sectors over time, and comparisons with other towns can be drawn. This method discounts non retail premises such as community and leisure facilities, clinics, surgeries and B1a offices therefore reducing the number of units monitored.

1.8 The results from the surveys conducted over the last 6 years can be seen in Table 2 below. The general trend shows a reduction of the total number of units over the time frame.

Table 2 Retail Sector Uses in Penzance Town Centre 2013-18

Sector	2013		2014		2015		2016		2017		2018		Cornwall Average 2018	National Average 2018
	No	%	No	%	No	%	No	%	No	%	No	%		
Convenience	31	8.4	31	8.5	27	7.5	28	7.8	31	8.6	29	8.1	8.3	9.9
Comparison	162	44	162	44.4	161	44.5	162	45.3	163	45.4	156	43.3	38.4	37.7
Service	129	35.1	126	34.5	117	32.3	117	32.7	114	31.8	123	34.2	40.9	38.8
Vacant	44	12	44	12.1	54	14.9	49	13.7	50	13.9	51	14.2	11.6	12.4
Miscellaneous	2	0.5	2	0.5	2	0.6	2	0.6	1	0.3	1	0.3	0.8	1.2
Total	368	100	365	100	361	100	358	100	359	100	360	100	100	100

Source: CC Surveys: 2013- 2018

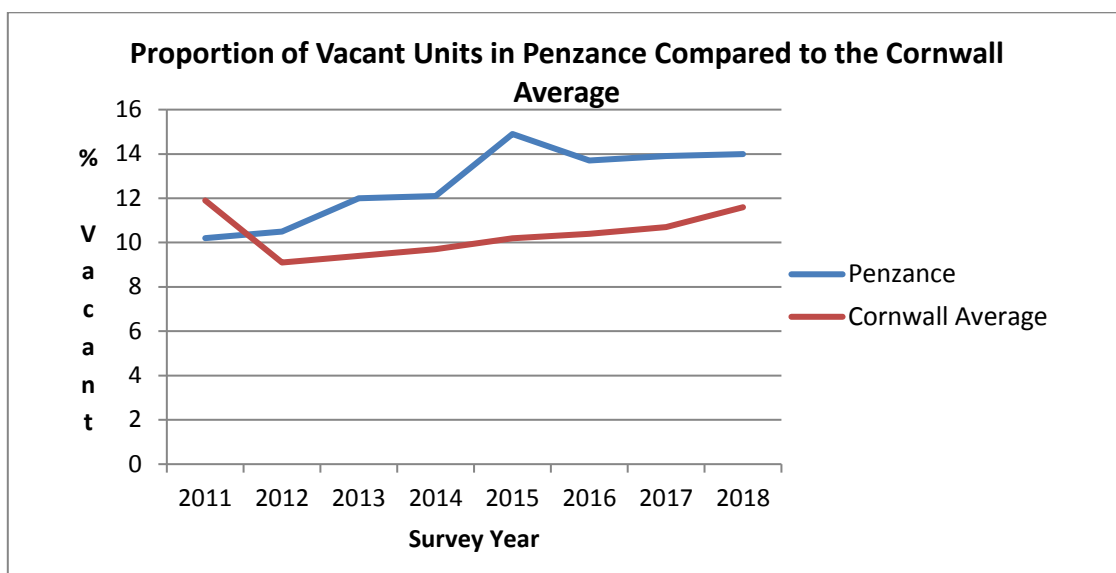
Experian GOAD National Average 2018

1.9 Penzance's convenience sector has reduced compared to last year with the closure of Ma Larkin's confectionary store and the closure of Pellow's bakery. The convenience sector is performing in line with the average for Cornwall but below the rate nationally.

1.10 The comparison sector reduced by 7 units and now amounts to 43.3% of the sector share. Despite this reduction, Penzance remains in the top quartile of Cornish centres, and is performing better than the Cornish and national average. The service sector seems to have made some gains this year though continues to have less than the average compared to the rest of Cornwall. The vacancy rate is a cause for concern and is discussed in detail below.

1.11 Using the vacancy rates in Table 2, a graph can be plotted to track the changes to the vacancy rate over the last 8 years and compare it with the Cornwall average. The graph shows the vacancy rates have risen continuously since 2012 and peaked at nearly 5% above the average in 2015, exacerbated by the closure of the units within St Johns Hall. This historic building has now been totally renovated and reopened in March 2016. The Council has relocated many of its services to the re-configured building including the library and One Stop Shop whilst retaining its grand hall and community functions. Another formerly derelict listed building bought back into commercial use is the Star Inn on Market Jew Street which re-opened in 2015. An additional listed building to hit the headlines is the former Ganges Restaurant at the bottom of Chapel Street after a major section of the roof fell into the street in July 2015. It remains in a poor state of repair after falling vacant sometime in 2011.

1.12 Penzance has been under performing in terms of its high vacancy rates compared to other Cornish towns. It now has the fourth highest rate after St Austell (19.7%) Camborne (19.5%), and Redruth (18.0%), although with a vacancy of 14.2% the town is over 5% lower than the two worst performing centres.



CC data 2011-18 (Health Check Data)

1.13 The year saw a number of relocations of businesses to alternative premises within the town. This often requires financial investment as units are refurbished improving the appearance of a centre. Stores that moved include Lou's Shoes which relocated into the former Body Shop store, the Lighthouse Gallery into the former Goldcrest stationary shop and Edge of the World Bookshop which relocated into a unit on Market Jew Street which had been vacant for over 10 years. On the Bay restaurant replaced Renaissance –the restaurant which fell vacant last year for the first time since the Wharfside Shopping Centre in opened 2009. Totti's Pizza replaced The Painted Bird, Roots Skate shop replaced Meeks and Penzance Funeral Care replaced the YMCA charity shop which relocated but has since fallen vacant.

1.14 There are some long to medium term vacant units with 8 being vacant for 5 years or more. These are dotted around town centre with no area being particularly

dominated by vacant units. 16 of the units became newly vacant this year and approximately the same number of previously vacant units became newly occupied during this period. Vacant floor space ranges from 12 to 703sq m with the largest units being the former Sound nightclub, Dorothy Perkins and Road Runner- all of which closed down last year. To add to this list is Argos with a vacant floor space of 702 sqm.

1.15 The health check demonstrates that Penzance's convenience and comparison sectors have both reduced this year with its vacancy rate consistently around 3% above average since 2012.

Retailer Representation

1.16 The number of multiple retailers within Penzance remained on 13 this year despite the relocation of Argos due to EE now being included as one of the qualifying retailers. It reduced by one last year with the closure of Dorothy Perkins. And in 2015 with the closure of Phones 4U when the mobile chain went into administration, closing all 4 of its stores in Cornwall. The multiples present in Penzance include 3 x Boots the Chemist, W H Smith, Burton, New Look, Clarks, Superdrug, O2, EE, Carphone Warehouse, Vodafone and a Tesco Express. In terms of the selected national retailers, Penzance now shares third position with St Austell. Falmouth is in second position with 14 retailers and naturally, Truro has the most with 24. Other multiples present in Penzance include Iceland, Mountain Warehouse, Millets, Peacocks, Ryman and Trespass to mention a few.

Out of Town Centre

1.17 Permission was granted in June 2016 (PA15/10204) for a replacement Lidl store on the former Jewson site, close to the site of its original store. The significantly larger store opened last September with a gross floor area of 2748sq and a net sales area of 1689sqm. Part of the new scheme includes a larger parking area for 175 cars and funding towards a pedestrian crossing to enhance connectivity with the promenade and the skate park on the opposite side of the road. The former store is being marketed as a non-retail 0.53ha potential development site and is allocated in the draft allocation DPD under Policy PZ-M3.

1.18 On the eastern approach to Penzance is a Morrison store with a net sales area of 2,650sqm and a Tesco store with 2,300sqm. On the former heliport site Sainsbury opened at the end of 2013 providing 4645sqm net retail, (3019sqm convenience & 1626sqm comparison) and a first floor café. Since its completion, the supermarket now operates an in-store pharmacy with a floorspace of 106 sqm. To the south west of the town is a Co-op store which recently expanded its provision to 633sqm

1.19 On part of the former Heliport site to the south of B&M, permission was granted in 2015 (PA15/02365) for 2 Class A1 units (1730sqm) and an A3/A5 Drive Thru (167sqm). Construction of the 3 units was completed this April and Pets at Home, Estretcher and Costa now occupy the units.

1.20 Just east of Sainsbury at the gateway to Penzance is the Penzance Retail Park (formerly known as the Heliport Retail Park) which is home to Halfords, Currys and

until recently a B&Q. After 27 years of trading, B&Q closed in November 2015, one of 60 stores to close nationally. B&M now occupies the unit after signing a 15 year lease for the previously vacant store. It opened in September 2016; their 7th store in Cornwall.

1.21 For the remainder of the former heliport site three separate applications have come forward. A park & ride facility to accommodate 250 cars was approved under PA16/07103 and is being used by the Isles of Scilly Steamship Company. GMO cars have secured a plot to expand their car sales business and a pre-application enquiry for a 70 bed Travelodge and drive thru restaurant has been submitted on the overspill car park currently serving the retail park.

1.22 Permission was granted under PA14/05612 back in January 2015 for The Range on a site measuring 1.17 ha within the Long Rock Industrial Estate (PZ-E1). The permitted store has a gross area of 2787sqm which includes 464sqm of external garden centre which opened in April 2017.

2 Significant Decisions made in the last year

2.1 There has been no significant retail schemes granted this year. Although relevant to the town centre, the former Humphry Davy pub in Alverton Street gained permission to convert to 2 retail units and 1 office unit.

2.2 Construction is underway for 127 homes permitted under PA16/12037 on part of the former Council office site, St Clare Street and on the adjacent former hockey pitch. The site sits within part of the draft DPD allocation PZ-H9 and includes the permission for a new healthcare facility 1856sqm (D1) and ancillary pharmacy (120 sqm) approved under PA16/08512.

2.3 Within the town centre, application PA15/06336 was approved in April 2016 for improvements to the Savoy Cinema. It is proposed to extend into the adjacent shop and Champions Yard site to provide new screens and a new restaurant, in addition to 10 flats to the rear of the site. The residential units have recently been completed with work now focusing on delivering the remainder of the project.

2.4 Permission has been granted (in 2016) under PA16/06649 for the conversion of Branwells Mill to a 61-bed Premier Inn Hotel. The former tenants; Sound night club and other mixed use units have vacated the building with many finding new premises within the town. Despite a loss of 700sqm of floor space this will not impact on the Penzance health check with a change of use from a night club (SG) to C1 use, once completed, although will be counted as a vacant unit in the meantime.

2.5 The redevelopment of the former Gas Works site on Wharf Road has been completed after being vacant for approximately 30 years. 51 sheltered apartments and 4 commercial units on the ground floor have been delivered. An amendment to the permission has added B1, D1 and D2 use to the commercial units 1-3 as well as the permitted A1, A2, A3, and A4 uses, giving more flexibility to potential future occupants. The town centre development is now known as the Mounts Bay Retail Centre. The 4 new commercial units are included within the survey as of this year.



Mounts Bay Retail Centre - Completed 2018

2.6 An application PA16/09346 to bring the heliport back to Penzance on a green field site to the north of the Chy an Mor roundabout on the other side of the road to the retail park was granted permission this August after the initial decision was quashed by the High Court in September of last year.

2.7 The new GWR Train Service depot at Longrock was completed this spring. The £23 million project has created new engineering jobs for local workers being the centre of operations for the maintenance of all GWR trains and carriages.

2.8 Penzance is one of six towns to be chosen to benefit from an urban greenspace project to create nature-rich habitats enhancing places for people and for wildlife. A total of £3.5 million will be spent by December 2019 on public recreational areas, roadside verges and old churchyards. Funding has been awarded from the European Regional Development Fund, Exeter University and Cornwall Council as part of the Green Infrastructure for Growth (GI4G) [project](#). With the focus on community engagement volunteers have helped to create wild flower meadows, pathways and seating within Mann's Field, Bolitho Gardens and within the adjacent to the Boating Pool. Enhancements to St Marys Churchyard have also been included along with Love Lane Wildlife Garden and Millennium Woods.

2.9 Penzance is also on track to have the only geothermally heated pool in the UK, set to open Easter 2019. Geothermal Engineering Ltd (GEL), the company which has completed the drilling stage announced a source of heat can be tapped enabling Jubilee Pool to be heated to 30°C -all year round. The project was awarded £1.4 M European Regional Development Fund, £400,000 private sector investment and boosted by a successful crowd funding campaign. Penzance's iconic open air sea pool attracts many visitors each year and it's hoped that with the addition of the spa it will undoubtedly give a much needed boost to the local economy and help regenerate the town. GEL is now involved in building the UK's first geothermal power plant at United Downs. They

have begun the drilling of two 4.5 km deep holes into the earth's crust as part of an £18 M EU funded project with the potential to power 3000 homes.

3 Local Plan Retail Capacity Targets

3.1 The Local Plan retail capacity targets for Penzance and Newlyn are shown in Table 4 below. These were prepared by GVA as part of the Cornwall Retail Study Update 2015. The projections for convenience goods floor space take into account the new Sainsbury supermarket (which opened late 2013) and also the effect of the new Asda supermarket in Hayle – which has clawed back some convenience goods expenditure which was flowing out of Hayle into Penzance). The projections predict that there is now no surplus capacity in the Penzance and Newlyn area until after 2024 and only then at relatively modest levels.

3.2 The projections do not take into account the impact of the replacement Lidl store with an extra 1000 sqm floor space or the opening of the B&M store which also sells a small range of convenience goods (291 sq m).

Table 4 Local Plan Capacity Targets (sq m net)

Year	2014	2019	2024	2030
Convenience	-571	-478	141	821
Comparison	-4776	-3914	-1951	579

3.3 Similarly, for the comparison goods floor space capacity there is not expected to be a requirement until 2030. The projections take into account a number of commitments such as The Range and the effects of the permitted comparison goods floor space in Hayle.

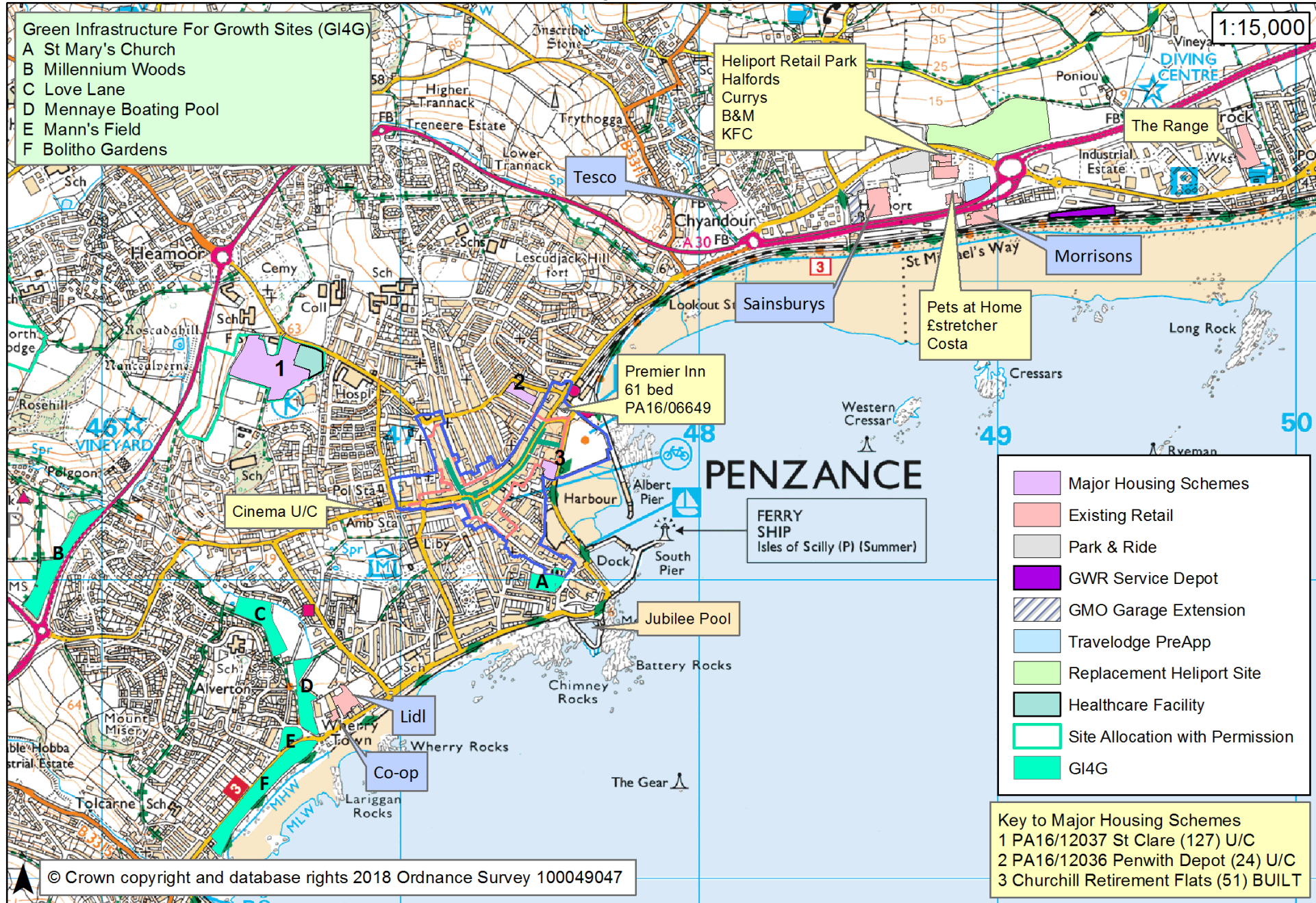
3.4 With the subsequent approval of the two A1 units now trading within the former heliport site, (Pets at Home & Estretcher), the second retail park approved at Hayle and the presumably extended comparison floor space within the new Lidl store, it is possible these target figures are no longer up to date.

3.5 Penzance town centre will undoubtedly be challenged by the out of town retail provision at Eastern Green and Long Rock as three national chains are now trading in addition to the recent arrival of the discount B&M and The Range. Future surveys will reveal the extent of their effect on the town and how it will have to adapt and evolve in the face of such competition. The map below shows the location of the out of town retail provision and the major schemes that are relevant to Penzance.

Penzance Out of Town Retail Provision and Development Proposals

Oct 2018

1:15,000



Appendix

Use Class by Street

Street	A1	A2	A3	A4	A5	B1a	D1	D2	Vacant	Other	Total
St Clare Street	2	1									3
Tolver Road										1	1
Taroveor Road			1								1
High Street	1						1				2
Causewayhead	40	4	4	2	3			1	11	2	67
Champions Yard									1		1
Bread Street	8		1				1	1		1	12
Old Brewery Yard						1					1
Belgravia Street								1			1
The Greenmarket	1	5		1					2		9
Alverton Street	11	7	2		1	1	4		4		30
Camelot Court	3						1		1		5
Clarence Street	1						1				2
Guildhall Road											0
Morrab Road	2	1									3
Market Place	13	5	3	1					10	2	34
Queens Square	2			1							3
The Parade	3		1	1	1			1			7
Chapel Street	19	2	1	4	1		2	2	2		33
Old Bakehouse Lane	2		1								3
Chapel Street Arcade	5		1								6
Princes Street						1	1	1			3
New Street	4		2								6
Market Jew Street	67	3	7	2	5		1		10	1	96
Jennings Street									3		3
Arcade Steps	9										9
Wharfside Shopping Centre	14	1	4			1	1		3		24
Wharf Road		2	2			1			2		7
Albert Street	3	1	1					1	2	2	10
Adelaide Street	4										4
East Terrace	1			1						1	3
Total	215	32	31	13	11	5	13	8	51	10	389
Percentage	55.3	8.2	8.0	3.3	2.8	1.3	3.3	2.1	13.1	2.6	100

Retail Sector by Street

Street	Convenience	Comparison	Service	Vacant	Miscellaneous	Total
St Clare Street	1		2			3
Tolver Road			1			1
Taroveor Road			1			2
High Street		1				1
Causewayhead	8	27	19	11		66
Champions Yard				1		1
Bread Street	2	6	1			9
Old Brewery Yard						0
The Greenmarket		1	6	2		9
Alverton Street	4	5	11	4	1	25
Camelot Court		2	1	1		4
Clarence Street		1				1
Guildhall Road						0
Morrab Road		2	1			3
Market Place	1	11	12	10		34
Queens Square	1	1	1			3
The Parade		2	4			6
Chapel Street	1	18	8	2		29
Old Bakehouse Lane			3			3
Chapel Street Arcade		5	1			6
Princes Street						0
New Street		3	3			6
Market Jew Street	8	51	26	10		95
Jennings Street				3		3
Arcade Steps		6	3			9
Wharfside Shopping Centre	1	10	8	3		22
Wharf Road			4	2		6
Albert Street		1	4	2		7
Adelaide Street	1	3	1			5
East Terrace	1		2			3
Total	29	156	123	51	1	360
Percentage	8.1	43.3	34.2	14.2	0.3	100

Penzance Town Centre

May 2018

1:3,400

