

# Castlefield Village Square Vitality Assessment

Halton Borough Council



## Brief

At the heart of Castlefield in Runcorn is a neighbourhood shopping centre, health centre and community centre. These are all due to be redeveloped over the next three years. However the shops and new health centre will sit either side of a busway.

There is therefore an issue over where the pharmacy, which is in the existing shopping centre, should locate. Both the developers of the health centre and of the shopping centre consider the pharmacy to be important to the viability of the respective facilities.

BE Group was commissioned by Halton Borough Council to determine how the vitality and sustainability of the Village Square will be affected by the location of the pharmacy.

## Activities

- Consultation with various stakeholders including the PCT, local authorities, property consultants and developers
- Assessment of competing pharmacies and patterns of usage by customers
- Assessment of demand for shop premises in Castlefield.

## Outcome

The study concluded that whilst footfall in the shopping centre would fall if the pharmacy relocates to the health centre, the main trade of the pharmacy is its prescription service. Therefore few trips to the pharmacy would be linked to trips to other shops.

Potential alternative occupiers were also identified that could replace the pharmacy.

