



Planning and Retail Statement

Old Mill Lane, Barnsley



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1. Introduction

- 1.1. This Planning and Retail Statement has been prepared by Planning Potential on behalf of Aldi Stores Ltd and Barnsley Developments Ltd. The application seeks full planning permission for the erection of an Aldi food store, together with car parking, landscaping and associated works at the former Transco Dept Site, to the east of Old Mill Lane, Barnsley.
- 1.2. The site is located within a predominantly commercial area and is surrounded by compatible planning uses including an 'Asda', 'Wickes', 'Carphone Warehouse', 'Tile Giant' and a number of smaller independent garages, builders yards etc. Residential development is located beyond to the north and north east. The application site therefore occupies a sustainable and accessible location within the wider urban fabric, occupying a gateway location on a main arterial route into and out of Barnsley Town Centre which is less than one mile to the south of the development opportunity.
- 1.3. The site itself lies to the east of Old Mill Lane (A61) which provides private and public transport routes in and out of Barnsley Town Centre, which is the dominant town centre in the borough, as identified in the Core Strategy (adopted 2011) as well as the neighbouring settlements: Mapplewell; Staincross; Royston; Athersley North and; Belle Isle.
- 1.4. The site is an established commercial brownfield site, and the principal of commercial, including retail uses at this location are already recognised. The proposals therefore represent a viable and deliverable opportunity for the regeneration of the site including significant landscape and streetscape improvements along a main route in and out of the Town Centre. The site has been vacant for approximately 10 years, and as a result offers nothing to the wider street scene.
- 1.5. The majority of the site as identified within the UDP is allocated as an 'existing utilities site' to which Saved UDP Policy BA36 applies. Furthermore, the emerging Local Plan (Publication Draft 2016) identifies the site as falling within the urban fabric but with no specific allocation. The site is designated, along with the adjacent commercial development as being within a 'nature improvement area' forming part of the Dearne Valley Green Heart to which emerging Local Plan Policy BIO1 applies and as such a contribution towards the provision of and/or improvements to biodiversity may be necessary. The site falls partly within the Green Belt, as defined by the UDP Proposals Map. However, the emerging Local Plan which is due to be adopted in 2017 proposes to remove the site from the Green Belt.
- 1.6. The proposals will bring significant investment into the local economy and deliver approximately 40 new job opportunities.
- 1.7. This Statement details the current proposals and demonstrates how the development accords with this latest national and local planning policy framework including retail impact and the sequential considerations. It will also assert the wider benefits of redeveloping this under-utilised brownfield site in a sustainable and accessible location.

2. Application Site and Surrounding Area

- 2.1. The application site covers an area of 1.42 acres (0.65ha), and comprises a cleared development site, which is largely featureless aside from several trees running north to south across the centre of the site. The site has been vacant for approximately 10 years and was formerly used by Transco (a national gas operator) as a depot. The entire site is brownfield land although a portion of the site towards the south east boundary is located in a section of the green belt defined by the River Dearne. None of the trees on the site are covered by a tree preservation order.

Image 2.1 – Site Photograph



Source: Planning Potential Site Visit (August 2016)

Image 2.2 – Site Photograph



Source: Planning Potential Site Visit (August 2016)

- 2.2. Bound between Old Mil Lane and the newly constructed Old Tannery Road, the site is located within the Central Ward where the average weekly household income is below the Yorkshire and Humber regional average of £520 at £450. The number of households without a car or van is also above the national average of 25.8% at 35.2%. Unemployment figures within the ward are also higher (5.9%) compared to the national average. These statistics assist the case for a discount foodstore destination that will serve a local population with a lower disposable income.
- 2.3. Located approximately 750 metres to the north east of Barnsley Town Centre boundary and therefore occupies an out-of-centre location in planning terms. However, as mentioned previously, the site is within a predominately commercial area and benefits from previous retail consents, located on a principle transport route into Barnsley town centre (A61, Old Mill Lane), and is therefore not typical of a conventional out-of-centre location.

Surrounding Area

- 2.4. The site comprises an established brownfield site within the urban fabric of Barnsley. To the north is a Wickes store comprising a warehouse style building and a yard for building materials. The stores car park adjoins the application site on the north east boundary. The access road to Wickes runs along the eastern boundary from the link road to the south of the site, where a small roundabout forms the junction. Beyond the access road is a small parking area leading to a recreational route along the River Dearne. The site is bound by the link road to the south, forming a physical barrier between the site and the area of green belt that

extends beyond the road. Beyond the green belt is an area of warehouses approximately 100 metres from the site, although it is screened by trees. The western edge of the site is bound by the A61, and beyond is a small retail development comprising Carphone Warehouse and a tile store. The retail development is linked to the site via a pedestrian crossing at the link road and A61 intersection. Further commercial units are located to the north west of the site beyond the A61 on Peel Place.

- 2.5. There are gated vehicle access points onto the site from the access road to Wickes alongside the eastern boundary. The remainder of the site boundary is fenced. Pedestrian footways surround the boundary of the site and extend towards the town centre and to nearby residential areas. Three bus stops are located within 200 metres of the site and provide connections into Barnsley Town Centre.

Planning History

- 2.6. Most recently, a (revised) scheme was submitted, comprising an A1 foodstore (8,262 sqm net sales), an A1 retail warehouse, an A1/A3/A5/B1/D2 Community Kiosk, petrol filling station and associated access and car parking (ref: 2013/1387). The retail element of the scheme was reduced, with a 5,610 sqm store proposed, alongside a retail warehouse on the proposed site with a gross footprint of 1,267sqm. The application was withdrawn in November 2014, however, it is noted that this proposal was for a larger retail store designed to be accommodated by a 'Big Four' operator.
- 2.7. In July 2012, an outline planning application (ref: 2012/0777) was submitted for the 'erection of a supermarket with associated petrol filling station, retail warehouse unit, car park, and community kiosk. The application encompassed a larger land mass to this proposal and incorporated land to the south of the site. This application was withdrawn, and resubmitted under ref 2013/1387).
- 2.8. In 2006, a planning application (ref: 2006/1616) for the erection of a 'bulky goods' retail warehouse on the proposed site was approved, subject to conditions restricting the amount of gross floorspace to a maximum of 2,000 sqm; and the range of goods that could be sold from the unit to bulky goods only (not allowing food, toys or clothing). It is noted that in April 2011, an extension to time limit for this application was approved. The permission expired on the 18 April 2014 (ref: 2010/1367).
- 2.9. The principle of retail activity on this vacant brownfield site is therefore established, as demonstrated by permissions 2006/1616 and 2010/1367.

3. Proposed Development

- 3.1. This planning application seeks permission for an Aldi food store with adjoining car park, landscaping and associated works. The proposed site layout is attached at **appendix 1**.
- 3.2. The proposals have been developed through the pre-application process with Barnsley Metropolitan Borough Council. Aldi have also taken expert advice from independent consultants on points relating to highways, ecology, trees and air quality.
- 3.3. The table below shows the proposed floorspace breakdown:

Table 3.1: Proposed Floorspace

Aldi Food Store	Area (sqm)
Gross Sales Area	1,254
Gross Internal Area	1,765
Gross External Area	1,822

Source: THP Drawing Reference: 1210 – 100

Access and Parking

- 3.4. The proposals seek to modify the existing access on the north boundary, before entrance into the existing Wickes car park. This access road is already established and provides direct access to and from Old Mill Lane via a three arm roundabout on Old Tannery Lane, which also provides a link to the residential development to the north and east. This arrangement is considered adequate in respect of traffic going into and out of the stores car park.
- 3.5. Pedestrian and vehicular movement in to and around the site will be maximised to ensure an easy to navigate site layout with clear pedestrian routes provided across the store car park. Furthermore, the application site is accessible on foot via wide, well maintained and clear pedestrian footpaths providing safe crossings across both Old Mill Lane and Old Tannery Lane. In addition the site is also served by bus stops for northbound and southbound journeys less than 200m from the application site, further maximising linkages with the wider area.
- 3.6. To support the development, a total of 93 customer and staff car parking spaces will be provided to the west of the store. This will include 6 disabled spaces, 6 parent & toddler spaces, 2 motorcycle spaces and 10 cycle spaces. The car park will be unrestricted with the propensity to enable linked trips with the surrounding commercial uses, of which are numerous.

Site Layout and Design

- 3.7. The Aldi foodstore has been positioned towards the eastern boundary of the site and is to be separated from the adjacent highway by a landscaped area which

will include ornamental shrub planting, a mix of buffer planting, several specimen shrubs and a number of trees. On this point, we also note that since the adoption of the UDP, this portion of greenbelt land has been separated from the larger allocation of greenbelt land that continues beyond to the south and east of the site by the development of the new link road (Old Tannery Lane). This road creates a permanent, physical barrier between the site and the wider greenbelt, effectively voiding the function of greenbelt that falls within the application site. This is a common sense approach as the parcel of land no longer functions as Green Belt.

- 3.8. Landscaping is also proposed to run around the north east, south and western boundaries of the site, serving as a natural buffer to the proposed built development and surrounding uses. The layout also meets Aldi's operational requirements which are detailed further in **appendix 2** of this statement ensuring this development is deliverable and viable.
- 3.9. Details regarding the height, design, materials and massing of the building are contained within the supporting Design and Access Statement. The key points to note are that the scale and massing of the development is not out-of-character with the other mixed uses which surround the site beyond the north, west and east boundaries. The site levels also mean that the foodstore effectively sits below the level of the road, thus softening the visual impact of the proposed built development.
- 3.10. The use of glazing in the stores fascia allows light and offer views into and out of the foodstore across the carpark. It also ensures a modern and crisp development. The use of glazing also provides an expansive customer entrance and allows natural light to permeate throughout the store.

Landscaping

- 3.11. Further to the above, in order to improve the environmental quality of the site and its contribution to the wider area, hard and soft landscaping works are proposed around the majority of the sites boundary. This helps to soften the development and areas of hard standing with the surrounding uses. As touched upon at paragraph 3.7, the proposals also include a considerable landscape buffer towards the eastern boundary, this has been done to reflect this parcel of land being allocated both urban greenspace and greenbelt, thus ensuring compliance with local policy, in addition to the other benefits associated with landscape buffers.
- 3.12. Further details on landscaping are provided within the accompanying Design and Access Statement and Landscaping Plan produced by The Harris Partnership and Vector.

Amenity

- 3.13. The opening and delivery hours applied for are:

Deliveries- 06.00 - 23.00 Monday to Saturday (including Public Holidays) and 09.00 - 22.00 on Sundays.

Opening- 08.00 – 22.00 Monday to Saturday (including Public Holidays) and 10.00 -18.00 on Sundays.

- 3.14. Importantly, stores are not 24 hour and deliveries can be scheduled to arrive just before or after opening hours. These hours reflect those permitted at numerous other Aldi stores within the Barnsley authority area and nationwide.

Employment

- 3.15. The proposals will create a significant number of jobs at construction stage and approximately 40 full and part time jobs once operational. Aldi are dedicated to providing employment opportunities, training and support and these initiatives can be secured by condition.

4. Retail Considerations

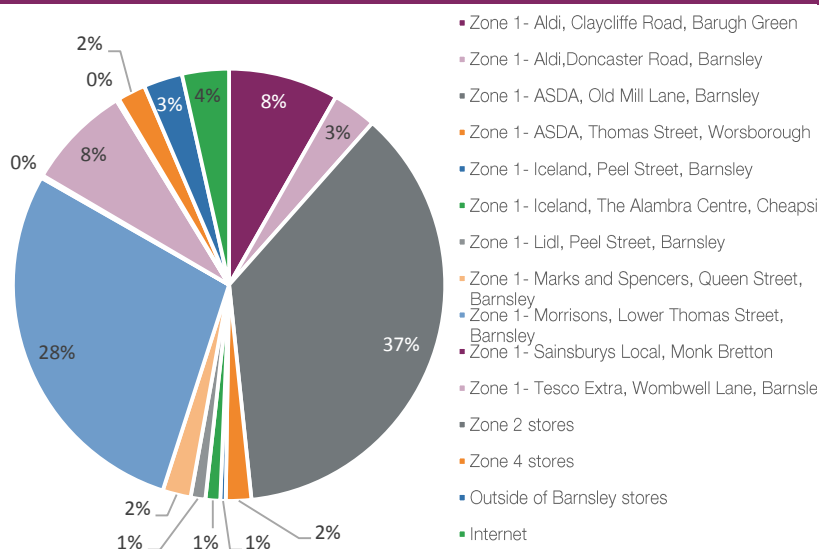
Context

- 4.1. Within this section we consider the potential benefits and impacts of the proposed retail development when set against the latest criteria in paragraph 26 of the NPPF.
- 4.2. Whilst the NPPF has significantly reduced the national policy criteria by which the application proposals must be considered against, this section still considers the potential impacts of the development, in order to demonstrate the many positive benefits the proposed development would deliver.
- 4.3. The NPPF is clear in stating that planning decisions need to take local circumstances into account, so that local authorities respond to the opportunities for achieving sustainable development.
- 4.4. Paragraph 26 of the NPPF clearly states that when assessing applications for retail development outside of town centres, which are not in accordance with an up-to-date local plan, Local Planning Authorities should require an impact assessment if the development is over a proportionate, local set threshold. If there is no locally set threshold, the default threshold is 2,500sqm.
- 4.5. There is no local threshold adopted by Barnsley Council at present and this was confirmed by the planning policy response received for Aldi, Royston (planning permission 2014/0318 and 2014/1528). Therefore as the proposals fall under 2,500 sqm gross an Impact Assessment will not be required.
- 4.6. The NPPF requires planning decisions to take local circumstances into account, so that Local Authorities respond to the opportunities for achieving sustainable development. Further, the NPPF is clear in stating that when assessing impact, only when it is proven that any adverse impacts 'significantly and demonstrably' outweigh the benefits (positive impacts), should development be refused. The planning system is actively encouraged to assume a presumption in favour of sustainable development, rather than be an 'impediment to sustainable growth'.

Existing Shopping Patterns

- 4.7. It is important to consider the details of the existing retail provision in the area and identify the key competition by identifying shopping patterns within the area. A retail provision plan of existing main food shopping destinations is attached in appendix 3 of this statement.
- 4.8. The 2014 Barnsley Town Centre Retail Study provides the most recent Household Survey data for the 'Barnsley Central' zone in which the application site lies:

Figure 4.1- Zone 1 'Barnsley Central' Main Food Shopping Destinations



Source: Barnsley Town Centre Retail Study (2014) Household Survey March 2014

4.9. These results show the dominance of the out of centre ASDA at Old Mill Lane (36.7%) and the in centre Morrisons, Lower Thomas Street (28.2%) and the popularity of Aldi food stores within the area, which have a total 11.9% market share. Arguably the proposal is most likely to divert trade from the out of centre ASDA and impact on Aldi's own stores.

Existing Store Turnovers

4.10. Based on the Household Survey data provided in the 2014 Retail Study, a number of the survey turnovers for the popular main food destination for the residents of Zone 1 'Barnsley Central' are shown to be over trading based on a benchmark assessment. Notably the out of centre ASDA, Old Mill Lane (+£46.89m) and in centre Morrisons, Thomas Street (+£7.70m) are significantly over-trading. In addition the nearest Aldi food stores to the site Barugh Green (+£13.97m) and Doncaster Road (+£12.26m) are also significantly overtrading based on a benchmark assessment.

4.11. Overall, it is envisaged that any impact would be on a 'like for like' basis in accordance with the 'Practice Guidance Notes' as well as proximity principal (i.e. stores closest to the proposal).

4.12. The nearest Aldi stores are at Doncaster Road (1.22 miles) and Claycliffe Road, Barugh Green (2.18 miles). It is envisaged that the majority of trade diversion will be from existing Aldi stores and the dominant ASDA and Morrison stores which fulfil a similar 'weekly shopping' role.

Table 4.1: Turnovers

Address of Retailer	Main Food Survey Turnover 2012	Top Up Survey Turnover 2012	Combined Survey Turnover 2012	Combined Survey Turnover 2015
Zone 1				
ASDA, Old Mill Lane, Barnsley	79.58	4.05	83.63	83.69
ASDA, Thomas Street, Barnsley	2.72	2.84	5.56	5.56
Morrisons, Thomas Street, Barnsley	47.82	2.30	50.12	50.15
Tesco, Wombwell Lane, Barnsley	17.87	2.56	20.43	20.45
Aldi, Claycliffe Road, Barugh Green	17.87	3.86	21.72	21.74
Aldi, Doncaster Road, Barnsley	17.84	1.95	19.79	19.80
Barnsley Town Centre(3)	9.66	12.54	22.20	22.22
Outside of Zone 1				
Various stores	12.01	9.64	21.64	21.66
Outside of Barnsley Catchment (5)				
Various stores	48.87	2.64	51.51	51.54

Vitality and Viability- Case Study evidence

- 4.13. Aldi can provide a number of case studies of previous developments to examine the potential impacts of similar schemes, and demonstrate that the development of a store will not impact on the vitality and viability of Barnsley Town Centre. These are all attached to this statement at appendix 4. All stores below have been selected due to the stores out of centre location:

Aldi Dronfield

- 4.14. Aldi Dronfield sits at the bottom of a hill some 400m or so from Dronfield Town Centre and provides a standalone shopping role for the residents of Dronfield. Customer surveys were carried out to establish shopping patterns, these demonstrated that:

- 11% of shoppers were already Aldi shoppers transferring from other stores;
- 62% of shoppers previously carried out their main food shopping outside Dronfield demonstrating clawback of trade to the local area; and,
- 32% of shoppers undertook linked trips with the centre.

- 4.15. The case study demonstrates the ability of the Aldi store to 'clawback trade' and enables linked trips with other retailers.

Barugh Green, Barnsley

- 4.16. Aldi Barugh Green provides an accessible localised shopping facility for the residents of Barugh Green, Barnsley.
- 4.17. Within the Committee Report for this application significant weight was given to the employment opportunities that would be generated on the site through retail development. The proposals were seen as having the ability to address an

identified deficiency in the area, and existing shopping patterns were acknowledged to be unsustainable. In design terms, the proposal was considered to be able to uplift the area and aid regeneration. Although a departure from policy, material considerations were considered sufficient to justify the departure.

- 4.18. The store opened in spring 2012 and is trading well. The store provides a walk-in facility for members of the local community. The store provides an important choice, particularly in recent economic times. Local shops and services in nearby centres as identified in appendix 1 of the Case Study attached, demonstrates that the local centres of Darton, Dodworth and Mapplewell have continued to trade well. This is demonstrated by each centres low vacancy rate and diversity of provision, served by its own food store. It is considered this scenario will be repeated within the Guiseley catchment.

Beverley

- 4.19. Aldi, Beverley is an out of centre standalone store on the outskirts of Beverley. Planning permission was granted in August 2012 and the store opened 26th September 2013.
- 4.20. The site is located on main road, 1.5km from the nearest centre. It was identified that the majority of food shopping trips that were currently being made were to out of centre locations. In addition to this, in centre stores were trading at a level that any impact would not be cause for concern.
- 4.21. The proposals were viewed by the planning authority as sustainable development in an accessible location. A new Aldi store represented the opportunity to regenerate a vacant untidy site whilst providing a local discount foodstore for residents in the north/ east of the town.
- 4.22. The proposals were viewed as an opportunity to improve choice and competition and would represent new investment and sustainable economic growth. Sequential options were thoroughly assessed, including the town centre and the edge-of-centre Flemingate site. It was concluded that there were no suitable, viable sustainable options and that a store in this location would not cause harm to either the town centre or the deliverability of the Flemingate proposals.

Linked Trips

- 4.23. The concept of linked trips underpins national planning policy for town centre uses. The ability for retail development to be concentrated, improving competition, and reducing the need to travel is at the heart of the sequential approach. Locations that are well connected to other shops and facilities will increase the level of linkage between shops and services and therefore reducing the need to travel.
- 4.24. The application site is located on Old Mill Lane, approximately 750m north of Barnsley Town Centre, therefore occupying an out-of-centre location in planning terms. However, due to the commercial nature of surrounding uses which include retail (A1), and adding to that the comprehensive public transport and pedestrian infrastructure that serves the application site and wider area, the possibility for linked trips is considerable at this location.

- 4.25. The concept of the 'linked trip' also does not necessarily have to take place on foot. It is considered that given the sites location and position on the road network, the chances for catching 'pass-by' trips from people already making use of the highway network is high.

Effect on Existing, Committed and Planned Investment

- 4.26. Planning Potential are not aware of any existing, committed or planned investment within the catchment area which would be significantly adversely impacted by the proposals. Indeed the above capacity assessment demonstrates there is ample capacity locally to support the proposals.

5. Sequential Approach

- 5.1. In accordance with the NPPF, PPG, local policy CS31 'Town Centres' and 'saved' UDP policy S3, a proportionate sequential assessment is submitted alongside this application. The National Planning Policy Framework (NPPF) states 'local planning authorities should apply a sequential test to planning applications for main town centre uses that are not in an existing centre and are not in accordance with an up to date Local Plan' (paragraph 24).
- 5.2 The online Planning Practice Guidance (PPG) published in March 2014 supports the policies within the NPPF. Paragraph 10 of 'Ensuring the vitality of town centres' includes important guidance on town centres and the application of the sequential test, defining how the sequential test should be used in decision-taking. In accordance with paragraph 10, prior to submission discussions took place with the Council's Planning and Policy Officers, which confirmed the catchment and scope of the sequential assessment. The sequential assessment pro-formas were emailed to Council officers who have agreed via email on 13th October 2015 that there are no sequentially preferable sites. The centre and all sites have been revisited and Planning Potential can confirm there are no changes.

Catchment

- 5.3 When considering the sequential approach, the 'Practice Guidance' which accompanies the NPPF advises that the identified catchment of a proposed retail unit should be realistic and relate well to the size and function of the proposed development. The catchment of the store is attached to appendix 5 of this Statement and is focussed on a 5 minute drive-time catchment which has concentrated on Barnsley town centre only, after an analysis of the Core Strategy Centre's hierarchy. This catchment forms the basis of our assessment.
- 5.4 The site is half a mile from Barnsley town centre boundary, whereas the nearest district centres of Cudworth and Stairfoot are 3 miles to the north-east and east, and the nearest local centres (Mapplewell and Lundwood) are 3 and 2 miles away respectively.
- 5.5 Aldi typically look at a five minute drive-time isochrones for their new stores. The attached plan shows that a five minute drive time isochrones (using Google Maps) excludes all of the above centres, other than Barnsley. The localised catchment of an Aldi food store has been accepted by the Council, as part of proposals at Royston, Cudworth and Birdwell and is largely influenced by the role Aldi's perform in providing localised convenience provision.

Sites Identified

- 5.6 When identifying sequential sites to be assessed, the Council's Barnsley Town Centre Retail Study 2014 has been reviewed. This document identifies 5 'in centre' development opportunity within Barnsley Town Centre, which occupies a sequentially preferable location within the town centre boundaries, therefore has been assessed.
- 5.7 It is important to note that the site is located within a prominent and accessible location, where the principle of retail development has previously been allowed and the proposals will offer a number of qualitative benefits. This therefore supports the need for the immediate introduction of a sustainable shopping

"Wherever possible, the local planning authority should support the applicant in undertaking the sequential test, including sharing any relevant information. The application of the test should be proportionate and appropriate for the given proposal. Where appropriate, the potential suitability of alternative sites should be discussed between the developer and local planning authority at the earliest opportunity." (Paragraph 10, PPG, March 2014)

location to reduce the need to travel and encourage more sustainable shopping patterns.

- 5.8 Barnsley Town Centre has been visited and there are clearly no existing units within the centres of sufficient size to accommodate the proposals as a whole. These small vacant units are more suited to be occupied by independent and comparison retailers who can boost the overall vitality and viability of the centre by widening choice within the centre.
- 5.9 The sites summarised below have been agreed to be the only sites that have to be assessed to satisfy the sequential approach. The detailed assessment of the site is provided at appendix 6, along with individual illustrations to identify the extent and location of the site. Each site has been assessed against the criteria contained within the NPPF, namely whether the site satisfies the 'suitability', 'availability' and 'viability' criteria required to be considered a genuinely sequentially preferable location. These sites have already been discounted in agreement with the LPA. Table 5.1 summarises the sequential assessment and indicates the grounds on which the site is discounted from the sequential assessment:

Table 5.1 Sequential Site Summary

Site Location	NPPF Location	Available	Suitable	Viable
1- Courthouse, County Way (4.503 ha)	Edge of Centre	No	No	No
2- Transport Interchange/ Yorkshire Electricity Harborough Hill Road (1.338ha)	Edge of Centre	No	No	No
3- Former CEAG site, land south of Jumble Street	Edge of Centre	No	No	No
4- Markets Site (3.702 ha)	In Centre	No	No	No
5- Heelis Street and New Street (3.4ha)	Edge of Centre	No	No	No

Source: Planning Potential Site Visit (August 2016)

Sequential Conclusions

- 5.10 Within emails dated 13th October 2015, it was confirmed by Barnsley Council's Planning Policy Officer that the information submitted prior to submission and again as part of this statement, *"demonstrates that there are no sequentially preferable sites within a five minute drive time of the proposed site. This drive time distance encompasses only Barnsley Town Centre, within which there are no suitable and available sites for the scale of development proposed and the Agent has demonstrated a reasonable degree of flexibility on scale"*.
- 5.11 Therefore it is considered that the information attached at appendix 6 of this statement, confirms that the sequential approach is addressed and the proposals

are entirely in accordance with the NPPF, local policy CS31 'Town Centres' and 'saved' UDP policy S3.

6. Planning Assessment

- 6.1. Barnsley's current statutory Development Plan consists of the Core Strategy and the remaining saved policies of the Unitary Development Plan (UDP) including the Proposals Map.
- 6.2. The new Local Plan is currently being prepared and is at a relatively advanced stage with the Publication version being consulted on between 24 June 2016 and 19 August 2016. The Local Plan is expected to be adopted in Summer 2017.
- 6.3. Until all Local Development Framework documents are in place, the saved policies of the UDP and the policies contained within the Core Strategy will continue to apply.
- 6.4. The Barnsley Core Strategy (September 2011) sets out the key elements of the planning framework for Barnsley and the approach to its long term physical development to achieve the Council's vision of what sort of place Barnsley wants to become.

Principle of Development

- 6.5. The application site is located within a predominantly commercial area, sited on a principal transport route into Barnsley town centre (A61 Old Mill Lane). It can be considered therefore that the site is highly accessible.
- 6.6. Previously occupied by Transco (a national gas operator), the site is an established brownfield site, where development is considered fully compliant with the aims and aspirations of the NPPF (Para 17 'Core Planning Principles and Para 111).
- 6.7. The principal of commercial, including retail uses at this location are already recognised.
- 6.8. The UDP Proposals Map reflects the previous use, as part of the site is allocated as an 'existing utilities site'. Saved UDP Policy BA36 relates to existing utility sites and outlines how the site will be protected from inappropriate development. Given that the site has been vacant for a number of years, comprises a cleared development site and planning permission has been approved for retail activity in the past it can be considered that the land has become superfluous to National Grid. The proposal is therefore not in conflict with this policy.
- 6.9. The site also falls within 'Urban Barnsley' which is where the Core Strategy states that most development should take place in order to enhance Barnsley's role as a sub-regional town within the Sheffield and Leeds City Regions.
- 6.10. The UDP Proposals Map also shows that a proportion of the site, adjacent to the eastern boundary is designated as falling within the Green Belt. The emerging Local Plan proposes to remove the site from the Green Belt which would indicate that the Council acknowledge that the site no longer performs a Green Belt function.
- 6.11. As a result of the sites highly accessible location, its previously developed status, and previous approval for retail activity, we consider the principle of development in this location to be acceptable. We assess the proposed development against the current green belt designation at paragraph 6.12 below.

Loss of Green Belt and Urban Green Space

Green Belt Land

- 6.12. Saved UDP Policy GS6 relates to the extent of the green belt and states how the detailed boundaries are defined on the Proposals Map. The UDP Proposals Map indicates that a portion of the site towards the eastern boundary is designated as green belt land.
- 6.13. In August 2014, the Barnsley Green Belt Review was published by Barnsley Metropolitan Borough Council. The document forms part of the evidence base for the emerging Local Plan which has now reached Publication Draft stage.
- 6.14. The study separates the Green Belt into distinct areas with the aim of establishing whether there is scope to amend the boundaries of the Green Belt. The site falls within area 'UB17' which as a whole comprises 90.4ha. The majority (85%) of the perimeter of UB17 adjoins the urban form.
- 6.15. The study considers that, generally, UB17 is strongly fulfilling the purposes of the Green Belt. However the findings indicate that the River Dearne and Old Mill Lane could form two strongly defined internal features which could be effective in checking unrestricted urban sprawl. The document considers that to the south (nearby to the proposed development), the boundary is weakly defined by intermittent and irregular industrial built form off Canal Way and off Twibell Street.
- 6.16. The emerging Local Plan which has now reached Publication Draft stage and is due to be adopted next year proposes to remove the section of site within the green belt from the green belt designation.
- 6.17. We agree that the site section should be removed from the green belt as it does not serve any purpose and could prevent the regeneration of the site as a whole. Given the context of the site and surrounding commercial development (including the relatively recently constructed roadway to the south and east), we consider that the site no longer contributes to the aims of the green belt and the five purposes of it, which are listed at paragraph 80 of the NPPF.
- 6.18. Beyond the recently constructed roadway, the site dips and is bounded by a strong established belt of trees. Character wise, the land to the south and east beyond the roadway is very different to the application site and the change in topography and tree belt assist in forming a logical and defensible green belt boundary. The fact that the relevant section of the site is proposed to be removed from the green belt indicates that the Council consider the site no longer performs a green belt function.

Urban Green Space

- 6.19. The UDP Proposals Map indicates that part of the site adjoining the eastern boundary is designated as 'Urban Green Space'.
- 6.20. Policy CSP35 of the Core Strategy (which supersedes UDP policy GS34) relates to green space. Green space is defined as any land within or close to towns and villages that has or could have demonstrable value for recreation or wildlife. The document indicates that Barnsley Council will assess the need for green space

against the standards in the Green Space Strategy. We note that the Green Space Strategy has not yet been published.

- 6.21. The site currently comprises previously developed land which has lain vacant for in excess of ten years. The site is unattractive in its current form and significant soft landscaping is proposed to be introduced on site as part of the proposals.
- 6.22. The land along with adjacent green belt land is designated (partly) as urban green space. To reiterate the comments made in the green belt section earlier in this report, the site is visually separate and distinct from the adjacent green belt land. As a result, we do not consider it should be considered as urban green space.
- 6.23. The emerging Local Plan proposes to remove the urban green space designation, instead replacing this with a wider 'nature improvement area' designation. This incorporates a significant area of land to the north of the site, which is developed for commercial and residential uses. This would suggest that development of the site for the proposed use would not be inappropriate or in conflict with the proposed designation. Further consideration to this is made within the accompanying Ecology Report.

Highways and Accessibility

- 6.24. A Transport Statement prepared by Exigo Project Solutions has been prepared in support of the proposals. In addition a Travel Plan is included in the application pack.
- 6.25. The Transport Statement identifies how the site is in a sustainable location, under a mile away from Barnsley Town Centre. The site is also in close proximity to other retailers and the surrounding residential areas. The site is considered to be highly accessible by public transport and meets national and local planning policy.
- 6.26. The development is considered to be accessible by all, reducing the need for people to leave this area of Barnsley to carry out their local shop and is served by frequent public transport services and good pedestrian and cycle links.
- 6.27. The proposed development is not predicted to create any significant issues at any of the junctions tested, with a negligible reduction in capacity and increases of small amounts of vehicles queuing on some arms. On this basis it is considered that traffic associated with the development proposals can be adequately accommodated on the local highway network.
- 6.28. The existing footways are considered to be of a sufficient standard and the propensity for walking and cycling trips is also seen as being high with bus frequency considered to be sufficient. The site is considered to be highly accessible by all non-car modes of travel.
- 6.29. The car park has been designed to the standards of the local authority and will provide disabled and parent/child parking.
- 6.30. The proposals are considered to result in a minimal increase in service vehicles and are unlikely to result in an adverse impact on the operation of the highway network.

- 6.31. Overall, no adverse implications on the highway network are considered to occur as a result of the proposal.

Design

- 6.32. A Design, Access, Site Waste Management and Sustainability Report prepared by The Harris Partnership is included within the application pack.

- 6.33. Based on a detailed assessment of the site and surroundings and an evaluation of issues and opportunities the following key design principles have been identified:

- To create a modern, well positioned and exciting addition to the local area;
- To create a sensitive contemporary design that respects the materials and detailing and essential qualities of Barnsley;
- To visually enhance the area by redeveloping a vacant development site;
- To enhance the street scene along Old Mill Lane to create a strong urban space without impacting on adjacent properties or views;
- The creation of strong pedestrian routes through the site from the surrounding area;
- To complement existing landscaping and add new landscaping where needed to complement the overall design;
- To create a safe and convenient vehicular and service access to the site;
- More local choice and competition for shopping facilities;
- To create job opportunities for the local area employing local contractors and labour during the construction of the store, creating jobs for local people within the store plus additional employment for maintenance, window cleaning etc.

- 6.34. The report sets out the design, massing, layout and scale of the proposal. The report concludes that the overall massing is consistent with many local buildings. A strong built frontage, glazing and detailing have been proposed to ensure a high quality development that integrates successfully with the existing urban grain.

Sustainability

- 6.35. An assessment of the sustainability of the site is included within the Design, Access, Site Waste Management and Sustainability Report prepared by The Harris Partnership and included within the application pack.

- 6.36. The report outlines Aldi's approach to sustainable development. It also details Aldi's commitment to recycling and waste reduction and operational waste. Waste reduction is maximised wherever appropriate and strict site procedures help to keep site waste to an absolute minimum. The report confirms Aldi's approach to sustainable design, basing decisions on a sustainable basis where the health and safety of the occupants can be combined with the conserving of resources for future generations.

- 6.37. Aldi seek to: minimise energy use; use sustainable building materials and construction methods; encourage sustainable transport modes; conserve and manage water; manage waste; seek to reduce detrimental environmental effects and manage sites effectively.
- 6.38. The purpose of the planning system is to contribute to the achievement of sustainable development. There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles. Details on how Aldi meets the three dimensions of sustainable development are illustrated in Table 6.1 below:

Economic Role	The proposed Aldi foodstore will create up to 40 jobs with all staff employed on a minimum of 20 hour contracts. The majority of employees are part time; however the starting wage is above minimum wage at £8.20 an hour. All staff participate in a full training programme and an apprenticeship scheme is also available. The jobs provided can be flexible hours and positions are offered at a variety of levels, being attractive to old and young alike. Finally, it is also anticipated that job opportunities will be created during the construction phase.
Social Role	The social role requires the planning system to support strong, vibrant and healthy communities, by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being. In the context of existing shopping patterns, the proposals have the opportunity to significantly benefit those who are currently experiencing a form of social exclusion through their lack of access to choice for main food shopping. Aldi are proud to be able to invest within the communities where they locate their stores, including being able to provide regeneration and enhanced vitality and viability. Many

	of the regenerative benefits, including the specific elements of this proposal, have been discussed earlier, although other social benefits will be delivered: • Site and store layouts are designed so as to alleviate crime and antisocial behaviour; • Public areas are lit and openings arranged in such a way so as to enable such areas to remain well monitored; • Site and store layouts are further designed so as to be permeable and therefore, socially inclusive to all, which is of particular benefit to the mobility impaired; • Level store access, wide aisles and easily accessible checkouts further add to this; • In addition to being an economic benefit, Aldi also actively pursue equal opportunities and a local policy for staff recruitment. The proposal therefore meets national and local policy objectives.
Environmental Role	Details on design, and ecology are discussed above, enabling Aldi to demonstrate how the proposal will contribute to protecting and enhancing the natural, built and historic environment. As part of this, the proposals will help to: improve biodiversity; use natural resources prudently; minimise waste and pollution; and mitigate and adapt to climate change, including moving to a low carbon economy.

Table 6.1: Sustainable Development

Site Investigations

- 6.39. Phase 1 and Phase 2 Geo-Environmental Assessments have been prepared by 3E Consulting Engineers in support of the proposed development. The reports are included in the application pack.
- 6.40. The Phase 1 assessment which comprises the desk study identifies that geological information indicates the site could have underlying alluvial deposits which overlie Coal Measures bedrock. The made ground and alluvial soft clay are considered unsuitable as a bearing stratum using conventional shallow spread foundations and piled foundations or vibro improvement is considered suitable.
- 6.41. Four landfill records are identified to lie within 250 metres of the site. As a result there is a low to medium risk to the development from ground gas.
- 6.42. The assessment notes that the River Dearne lies 35 metres to the south of the site. The underlying solid and drift strata are classed as a Secondary A aquifer and the site is noted as being at risk from flooding. There are no licensed groundwater abstractions within 250 metres and 9 discharge consents within 250 metres. There are no Local Authority Pollution and Prevention Controls within 250 metres.
- 6.43. Further to the previous use, the site was remediated as such to make the site suitable for a commercial end use. As a result there would not appear to be a requirement to provide a remedial soil capping layer for the site, however top soil importation is required for the landscaped areas. Correspondence with the EA and Barnsley MBC is enclosed with the report which confirms that they agree that the remediation of the site has been satisfactorily carried out.
- 6.44. The accompanying Coal Authority Report indicates that the site is in the likely zone of influence from workings. However, any ground movement from the coal workings should have stopped now.
- 6.45. The Phase 2 Geo-Environmental Assessment considers that remediation at this stage will comprise remedial capping in soft landscaping and the installation of a hydrocarbon/carbon dioxide barrier as part of the store construction.
- 6.46. The use of soakaways is not considered feasible on the site.
- 6.47. A laboratory analysis considers that the risk to the wider environment of contamination as a result of the development of the site is considered low to negligible.

Flooding

- 6.48. Core Strategy Policy CSP4 relates to flood risk and the approach which will be adopted by the Council in respect of this.
- 6.49. A Flood Risk Assessment and Drainage Statement has been prepared by 3E Consulting Engineers. The report identifies that the proposed development is partly located in Flood Zone 1 and partly within Flood Zone 3.
- 6.50. The flood risk categorisation is understood to be based on old topographical survey data and does not take into account the construction of local infrastructure which protects the site from flooding up to the 1 in 100 year plus climate change event.

- 6.51. It is considered that the site has a medium risk of surface water flooding but that this risk can be managed through good design and careful consideration of the external levels. A minimum floor level of 45.150m AOD is considered appropriate.
- 6.52. It is recommended within the report that external levels are shaped within the site to ensure that overland flows are directed away from any proposed or existing buildings and towards the surface water drainage and attenuation facilities.
- 6.53. Given the anticipated low permeability of the above strata and the high water table, soakaways are unlikely to be suitable and will not be considered for the disposal of surface water. No existing connectivity has been established between the site and the nearby River Dearne and the location of the existing highways, third party land and flood risk issues would prevent a new connection being made.
- 6.54. The report advises that surface water flows should therefore be taken to the nearest combined or surface water sewer. It is anticipated that drainage systems are available within the adjacent highways and the run-off from the proposed development should, therefore, be directed to these assets. The report advises further that surface water flows from the proposed development should be reduced to the existing greenfield run-off rate of 5.0 l/sec/ha i.e 5.25 l/sec in this instance.
- 6.55. The report advises that foul surface water flows should also be directed to the nearest adopted foul water sewer which is understood to be located within the adjacent highway.
- 6.56. Further, the report advises that SUDs techniques should be provided, where possible, to treat the surface water run-off from the site at source, prior to any discharge off site.
- 6.57. Given the levels of the site relative to the adjacent highways, the report considers that both a surface and foul water pumping station may be required.

Ecology and Bats

- 6.58. An Ecological Assessment prepared by Urban Green in support of the proposals is included within the application pack. A desk based study has been undertaken and the site was subject to a field survey on 20 April 2016.
- 6.59. No statutory and 3 non-statutory wildlife sites were found within the relevant search areas. The desk study highlighted the presence of bats within the search area and a since record of badger was found approximately 0.9km to the north east of the site. The site is noted to lie within the Dearne Valley Green Heart Nature Improvement Area.
- 6.60. No S41 or LBAP habitats are present on the site and as a result none of these habitats will be lost as part of the development proposals.
- 6.61. There are no features on site suitable for use by roosting bats, however, it was noted that a large roost of Daubenton's bats is present within a surface water culvert nearby. Barnsley Council Highways Department confirmed that the surface water culvert with the significant bat roost does not run beneath the proposed development site. It is not anticipated that the structural integrity of the roost will be affected and therefore residual impacts would be limited to vibration for the

construction period only and provided the advised timings are followed the impact is considered to be acceptable.

- 6.62. No other residual impacts are expected.
- 6.63. The site is assessed as having a low value for foraging and commuting bats due to a lack of mature trees, hedgerows or waterbodies and is not connected to any commuting or foraging habitat.
- 6.64. Based on the habitats and scrub present, the site is considered to be of less than local value for bats and nesting birds.
- 6.65. The small loss of scattered scrub and poor semi-improved grassland is not considered to be of significance.
- 6.66. Overall, the study concludes that the site is of low value to bats (foraging) and birds although there is a risk of indirect impacts to a nearby at roost.
- 6.67. The study recommends that any works which may cause significant ground vibrations, such as piling or drilling, should not be undertaken between May and August and the clearance of trees and scrub should be undertaken outside of March to August.

Air Quality

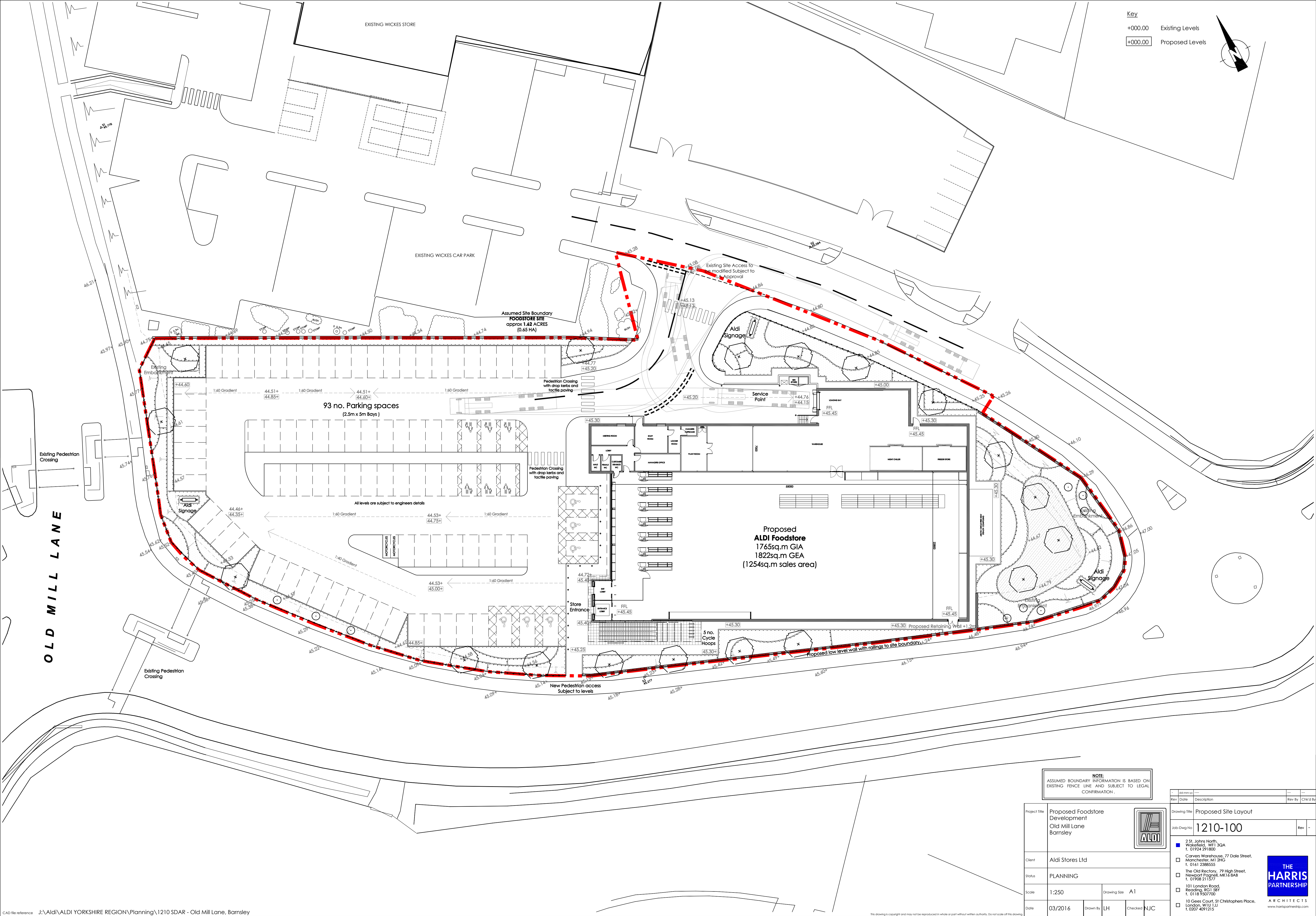
- 6.68. An Air Quality Assessment prepared by Redmore Environmental is included in the application pack in support of the proposals. Construction and operational impacts on air quality have been considered.
- 6.69. The use of good practice control measures during the construction period are considered to be suitable mitigation for a development of this size and nature and would reduce potential impacts to an acceptable level.
- 6.70. In order to assess potential operational phase impacts, dispersion modelling was undertaken in order to predict pollutant concentrations at sensitive locations as a result of emissions from the local highway network both with and without the development in place. The results of the dispersion modelling assessment indicated that although an increase in pollutant concentrations was predicted at a small number of sensitive receptors, impacts were not considered to be significant.
- 6.71. Based on the assessment results, air quality issues are not considered a constraint to planning consent for the proposals, subject to inclusion of the stated mitigation measures.

7. Conclusions

- 7.1. The application site comprises a cleared development site in a highly sustainable out-of-centre location. It is considered that the introduction of an Aldi store on a site which has previously been granted permission for retail uses, will offer choice and competition within the market place, and provide an accessible shopping facility for local residents.
- 7.2. The proposed investment by Aldi will not only regenerate a brownfield site which has been vacant for approximately 10 years, but also generate local employment opportunities and provide local people with the advantages of a local cost-effective supermarket.
- 7.3. Overall, it is asserted that the proposals are fully in accordance with the NPPF, local policy objectives, and also offer the following benefits:
- Redevelopment of a prominent brownfield site in a highly accessible, sustainable location;
 - Catalyst for further investment and economic growth;
 - Employment generation;
 - Local choice and competition within the market place;
 - Investment in the local community.
- 7.4. It is therefore, respectfully requested that permission is granted to facilitate the beneficial development of this site in Barnsley.

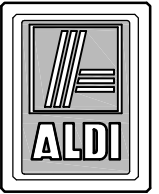
Appendix 1

Site Layout Plan



NOTE:
ASSUMED BOUNDARY INFORMATION IS BASED ON EXISTING FENCE LINE AND SUBJECT TO LEGAL CONFIRMATION.

Project Title	Proposed Foodstore Development Old Mill Lane Barnsley		
Client	Aldi Stores Ltd		
Status	PLANNING		
Scale	1:250	Drawing Size	A1
Date	03/2016	Drawn By	LH
		Checked	NJC



Job-Dwg No	1210-100	Rev	-
2 St. Johns North, Wakefield, WF1 3QA t. 01924 291800 ☐ Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG t. 0161 2386555 ☐ The Old Rectory, 79 High Street, Newport Pagnell, MK16 8AB t. 01908 211577 ☐ 101 London Road, Reading, RG1 5BT t. 0118 9507700 ☐ 10 Gees Court, St Christophers Place, London, W1U 1JJ t. 0207 4091215			
THE HARRIS PARTNERSHIP ARCHITECTS www.harrispartnership.com			

Appendix 2

Aldi Business Model

ALDI STORES LIMITED BUSINESS MODEL



Aldi – an abbreviation of Albrecht Discount – is one of the world's leading grocery retailers. Aldi are present in Europe, the USA and Australia, with around 7,000 stores world-wide.

Aldi first entered the UK market in 1990 and currently have over 500 trading stores nationwide, in addition to over 100 in the Republic of Ireland.

The Company's philosophy is simple - providing high quality products at discounted prices and within a pleasant shopping environment. Many people are often unfamiliar with the brand, and Aldi are conscious of demonstrating they do not conform to the stereotypical perceptions of prejudices arising from the initial image of discount food operators, when they first entered the UK market nearly 25 years ago.

Aldi does not necessarily sell goods at the lowest possible prices, but rather it retails the highest quality goods at the lowest possible prices. Discounted prices are generally achieved through bulk buying; economies of scale; specialisation in the number of lines offered; and maximising efficiency within the operation of the stores.

Prices are not lower because the quality of products is less. Indeed, Aldi regularly receive widespread recognition of the quality of the brand. Aldi were recently awarded the prestigious Which? Best Supermarket award in 2012, 2013 and again in 2015. They were also awarded Grocer Gold Award 'Grocer of the Year' in 2013 and 2014. Aldi are also the proud sponsors of Team GB for the 2016 Olympic Games in Brazil.



ALDI TRADING POLICY

Aldi functions as a local supermarket, primarily acting as a 'weekly' food shop destination, albeit also providing a degree of top-up / one off purchases, such as weekly 'specials'. The stores tend to have a localised catchment because the benefits of cheaper shopping are diminished if customers have to travel far.

Aldi Stores are modest scale supermarkets, designed to serve local need. Each store provides a limited selection of goods which includes:

- pre-packed seasonal fruit and vegetable lines;
- general tinned, bottled and pre-packed groceries;
- frozen and chilled goods;
- beers, wines and spirits;
- pre-packed bread, morning goods and cakes; and
- a limited range of everyday non-food household items.

Aldi sell only a limited range of branded goods, which are only sold when, in Aldi's opinion, the product offer cannot be 'bettered'. Local and regional sourcing of products, particularly for fresh produce and bakery goods, is an important element within the range.

Aldi do not sell cigarettes and stock only a small range of branded wines and spirits. There is a limited range of bread lines and a small number of boxed cakes. The Aldi format does not include a specialist butcher, fishmonger, bakery, delicatessen, hot food counters, cafes or chemist counter, which are commonplace in larger supermarket formats. Aldi stores also do not accommodate customer restaurants, or in-store franchises such as pharmacies, dry cleaning, opticians or photo processing. These factors are important when considering the trading effects of an Aldi foodstore, as clearly in Aldi's case the potential for cross-over with the offer of

independent high-street retailers is far less than it is for 'mainstream' food retailers.

This is an important distinction with Aldi, and crucial to understanding how stores operate. Unlike the larger formats, the reality is Aldi is **not a 'one-stop-shop'**, meaning customers also have to visit other shops and services to complete their shopping trip, for example when purchasing a particular branded product, or visiting a specialist service such as a butcher. Furthermore, stores have only a limited amount of non-food floorspace (20%), which is mainly used for changing weekly specials i.e. one-off special offers that vary from week to week and season to season. This is a further difference when compared to larger supermarkets that typically have anything between 30%-50% non-food floorspace, the majority of which is occupied by permanent product ranges.

**Aldi stores
serve local
communities, thus
complying with
National Planning
Policy by
encouraging local
sustainable
developments**

As such, the reality is that Aldi complements, rather than competes with, existing local traders, generating considerable propensity for linked trips and associated spin-off trade.

LOCATIONAL REQUIREMENTS

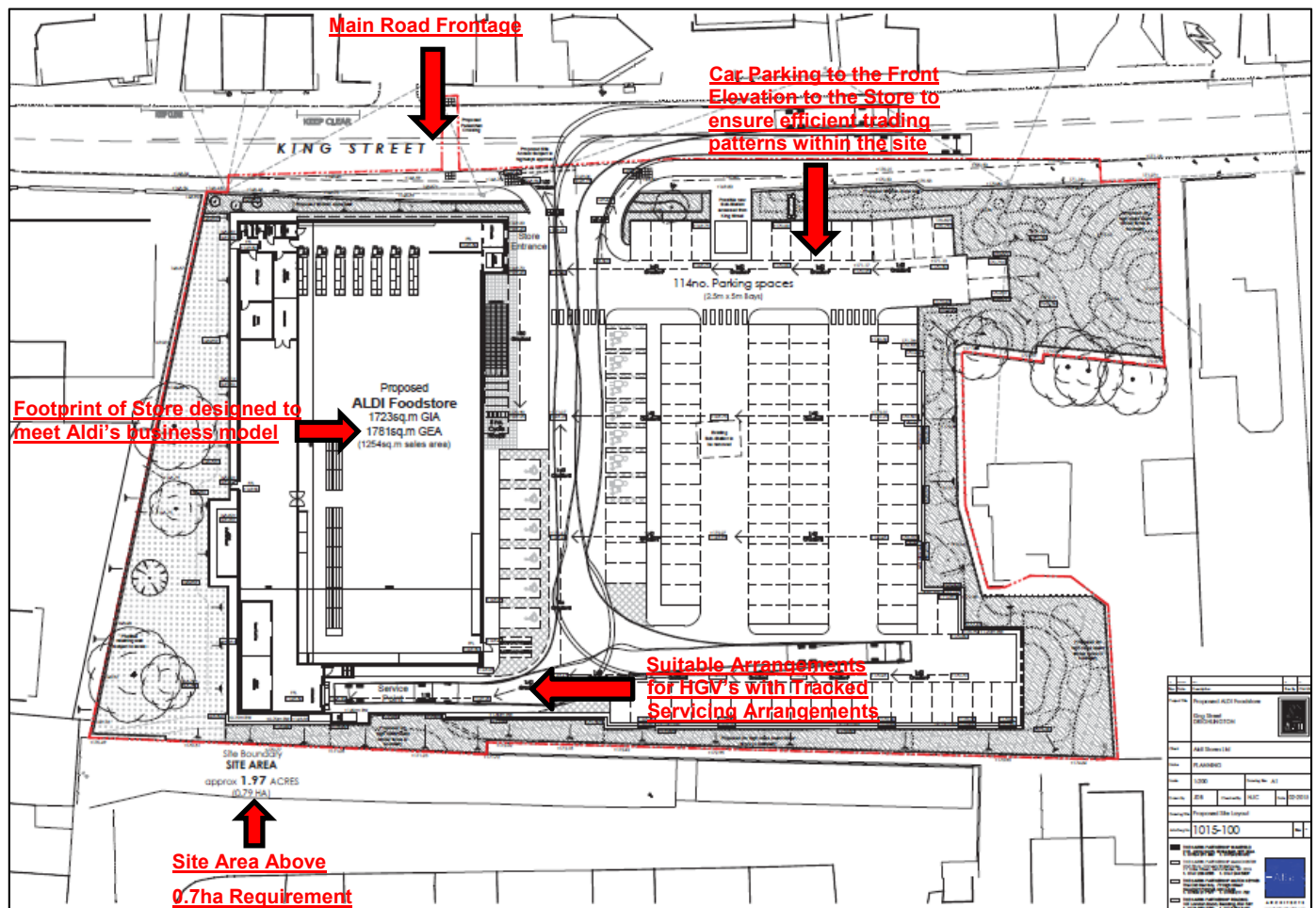
The Aldi business model is based on efficiencies that require a definitive site and store layout as follows:

- A minimum site requirement of an Aldi store is **at least** 7,000 sqm (0.7ha). This minimum site area is set in order to ensure that the floor plate of the store, with its dedicated car parking, and service arrangements can be accommodated on a site. As a discount operator, the margins within which the store operates allows for minimal variation

in terms of footprint from the standard store format. By maintaining low costs, Aldi are able to offer exceptional value to customers and address issues of social exclusion.

- Suitable access arrangements, in terms of suitable servicing for HGV Lorries.
- Main road frontage.
- Customer parking not to the rear elevations of the store (as this affects trading patterns).

The above requirements is demonstrated in the site layout plan for a new Aldi store at Drighlington, Leeds approved on the 11 December 2015:



Aldi, Drighlington Application Reference 15/01760/FU
(Leeds City Council)

MERCHANDISING LAYOUT AND STORE EQUIPMENT

Crucial to this is which the Aldi has developed a tried and tested store format to enable goods to be handled, displayed and sold efficiently, thus enabling stores to effectively compete and provide the award winning offer. Store layouts are eminently practical and reflect Aldi's philosophy of offering unrivalled value for money through cost effective management. There is no unnecessary expenditure on elaborate shop fittings, with resultant savings being reflected in low prices.

Merchandise is sensibly displayed in specially designed cases to eliminate stocking time and allow practical and efficient re-stocking. Aldi make enormous efficiency gains in this area that in turn, are passed directly to the customer. Goods themselves are unloaded directly into the store via a dock leveller and can be transferred direct to the shop floor to go on display.

The internal store layout and operation has been designed to be efficient and practical for use by customers: these matters are routinely reviewed and monitored, and adjustments made to the model as required. Retail business is a constantly evolving and dynamic sector, and Aldi are committed to improving operations and shopping experience to meet the demands and expectations of customers. Features included to facilitate this are:

- long till conveyors that hold a customer's full shop so as to allow goods to be unloaded, scanned and then packed quickly by customers;
- level store access, automatic entrance doors, and wide aisles and checkouts for easy access by all;
- gondolas and shelving that allow goods to be easily reached;
- provision of customer toilets and;
- stores that are not 24hr - deliveries can be scheduled to arrive just before or after opening hours.

CUSTOMER EXPERIENCE

Store managers and assistants are carefully trained to give fast and courteous service at the checkouts, and are multi-tasked to carry out stock replenishment and other duties.

A range of trolley sizes and types are provided, offering customers a choice according to their likely size of shop. Trolleys are available on a £1 deposit arrangement, which ensures they are returned to the store rather than being abandoned and forming a nuisance. This also reduces the amount of lost/stolen trolleys - a further cost saving passed on to the customer to help further achieve discounted prices.

Carrier bags are available for customers to buy at a small price. The payment regime seeks to minimise the wasted single use of carrier bags.

In summary, an Aldi store creates a highly beneficial and popular facility: a sentiment reflected in numerous examples throughout the UK, and affirmed in both consumer groups' recognition of the brand, and its increasing popularity with shoppers throughout the country.

Spend a little Live a lot

Appendix 3

Case Studies



FORMER LUCAS WORKS, DRONFIELD

Store Location: Former Lucas Works, Sheffield Road, Dronfield

Progress: Permission granted at committee in November 2010. Store opened March 2013

Retail location: Out of Centre

The scheme

The new food store comprises some 1,457m² gross retail floor space containing some 990² of net sales floor space. The new store provided regeneration and enhancement of a vacant site that was previously occupied by a mill. The site had been cleared for several years prior to the application. Surrounding the site is a railway line, a number of residential properties and some industrial uses. The site is approximately 300m away from the town centre. The site was allocated for employment use.

The Aldi food store, given its unique trading format complements the existing retailers in the town centre. Additionally, the provision of a discount food store forms an extension to the existing range and choice of shopping facilities within the town centre and strengthens the centre's overall function within its wider catchment, improving choice and contributing to environmental improvements. The aim of the store is to also directly address the key government objective of minimising social exclusion.

The new car park associated with the store provides 80 new parking spaces along with cycle bays. This will provide a new car park, which can also be used by people visiting the town centre.

Aldi undertook a local recruitment campaign which was very popular with local residents.

Community Consultation

The scheme received a huge level of support from local residents, with 119 letters of support received, including one from Dronfield Civic Society. Residents particularly welcomed the introduction of Aldi due to the lack of discounter in the town, the job creation, and how the proposals would improve the appearance of the site, which had lain vacant for several years.

Granted at Committee

The committee report concluded that although the proposal would result in loss of employment land, there is potential for these to be outweighed by other material considerations. Officers particularly welcomed the creation of local job opportunities, and the provision of around 200 construction jobs, and thus considered the scheme is acceptable in terms of retail and employment policies.



The officer report also considered that due to the limited range of goods, customers would continue to use shops and services in the town centre.

2013 Update

The store is trading well, with 35 jobs secured at the store upon opening.

Health checks were undertaken prior to submission of the planning application and six months following the store opening. There have been no changes to the centre—it continues to trade well with a variety of independent and high street retailers.

Customer surveys have been carried out to establish trading patterns and linked trips, these found that;

- 11% of shoppers were already Aldi shoppers undertaking their shopping at other Aldi stores,
- 62% of shoppers previously carried out main food shopping trips outside Dronfeld,
- 32% of shoppers were undertaking linked trips with the centre when undertaking a visit to Aldi.

Conclusion

The store is trading well and is providing a valuable asset to the local community. The store has clawed back trade that was currently being spent at stores outside of the centre and has improved choice and competition within the town.



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DRONFIELD: New supermarket pulls hundreds of jobseekers



NDET 14-1-13 RKH 23 Potential Aldi employees at the forum in Dronfield

Published on **Tuesday 15 January 2013 11:48**

AROUND 600 jobseekers flocked to Dronfield to find out more about working at the new Aldi store.

Dozens of new jobs are up for grabs and a number of interviews have been guaranteed for local unemployed people.

The recruitment drive, on Monday, January 14, was run in partnership with Chesterfield College and JobCentre Plus.

The store on Sheffield Road is due to open on March 21.

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HEALTH CHECK- DRONFIELD TOWN CENTRE

Introduction

1. The following assessment of vitality and viability is based upon the advice contained in the National Planning Policy Framework (NPPF) (2012) and PPS4 Practice Guidance (2009).
2. One of the key objectives of performing health checks is to consider a centre's performance over time. This will have a bearing when considering the likely impact of a new development on a centre. An initial Health Check was conducted by Planning Potential in August 2009 prior to the submission of the planning application for Aldi, Sheffield Road, Dronfield. A follow up health check was conducted 6 months after the store opening in August 2013 to assess the health and viability of the centre following the opening of the Aldi store.
3. The performance indicators used within this study include the measurement and analysis of the diversity of uses; amount of retail floorspace; capacity for growth; retailer representation; vacancy rates; commercial yield; rental levels; pedestrian flows; accessibility; the monitoring of town centre improvements; perception of safety and the environmental quality of the centre.
4. For the purposes of this assessment, the boundaries of Dronfield Town Centre are based on the North East Derbyshire Local Plan Proposals Map (2005).

Dronfield Town Centre

5. Dronfield Town Centre contains the Civic Centre and a number of retail units along the southern section of High Street, and onto Church Street and Lea Road. North-west from Lea Road junction, the town centre also includes the frontage of Sheffield Road as far as the commercial units immediately to the west of Snape Hill Lane. To the south-east, the Town Centre extends along Chesterfield Road to the junction of Hallows Lane. The new Aldi foodstore is located 300m to the north of the Town Centre boundary along Sheffield Road, therefore occupies an 'out of centre' location.

Background

6. Planning Potential undertook a follow up health check survey of Dronfield Town Centre on 13th August 2013. A comparison to assess the impact the store has had upon the vitality and viability of Dronfield Town Centre is provided below.

7. Diversity of Uses

8. Table 1 below shows the composition of retail units within Dronfield Town Centre in August 2009 and August 2013.

Table 1: Composition of Units

Retail Category	Use Class	Number of Outlets (August 2009)	August 2009 %	Number of Outlets (August 2013)	August 2013 %	UK Average
Convenience	A1	8	9.5%	9	9.4%	8.72%
Comparison	A1	19	22.6	20	20.8%	41.29%
Services	Mixed	53	63.1%	63	65.6%	19.98%
Vacant	Vacant	4	4.8%	4	4.2%	12.53%
Total		84	100 %	96	100 %	100 %

9. Firstly it is useful to note that since 2009 there has been a net increase of 12 retail units; this demonstrates retail confidence and a desire to locate within the centre.

Convenience

10. A 'Co-Op' foodstore (1,269 sqm net) with a car park of approximately 80 spaces, anchors the civic centre which at the time of the survey in 2013 was 80% occupied.
11. In addition, a 'Sainsburys' superstore (2,116 sqm net) is located at the edge of the centre and has a dedicated car park which holds approximately 350 spaces. It was noted at the time of the 2013 survey that the car park was 40% capacity.
12. The 'Co-Op' foodstore is small in size, and aims to meet the top-up shopping demands of Dronfield's local residents. The 'Sainsburys' superstore is the anchor foodstore of Dronfield and caters for main food shop needs.
13. Between 2009 and 2013 there has been an increase of 1 convenience retailer in Dronfield, therefore the proportion of units in convenience use remains above the national average of 8.72% at 9.4%.

Comparison

14. The 2013 survey revealed comparison traders in the Town Centre occupied 22.3% of the total number of outlets in the centre, much lower than the 2013 national average of 41.29%. Since 2009 there has been an increase of one comparison unit within the centre. Many of these comparison traders are independent retailers dealing in homewear, jewellery, clothing, and D.I.Y materials. Within the Civic Centre lie

Dronfield's only national comparison retailers which include the 'Co-Op Travel', 'Bernardos', 'Clinton Cards', and a 'Lloyds Pharmacy'.

Services

15. 'Service' uses currently occupy 65.6% of units in Dronfield Town Centre. This figure is above the national average of 37.47% in 2013. The number of units in 'service' uses has increased by 10 units between 2009 and 2013. The majority of these outlets offer hairdressing and beauty service (12 units). Other services lie within Estate Agency, Banking, Solicitors and a Betting Office.
16. In addition the Town Centre has 4 public houses which are evenly distributed throughout the centre- 'The Blue Stoop', 'The Bridge Inn', 'The Dronfield Arms' and 'The White Swan'.

Vacant Units

17. Between 2009 and 2013, the number of vacant units within the centre has stayed at 4. It was noted in the August 2013 health check that these vacancies were small in size and distributed around the centre. We note that the level of vacancies within 2009 and 2013 are significantly below the national average of 12.53%. This demonstrates the overall vitality of Dronfield Town Centre despite recent economic trends and the opening of the out of centre Aldi foodstore.

Retailer Representation

Convenience

18. The two main food outlets in Dronfield Town Centre are a 'Co-Op' food store (1,269 sqm net) with an associated car park of 60 spaces (shared with the wider Civic Centre) and a 'Sainsburys' superstore (2,116 sqm net) with associated car parking of 350 spaces.
19. The remaining convenience provision is comprised of independent specialised convenience goods. The traders include 'Cooplunds' (Bakery), Fisher and Son Family Butcher (Butcher), Kuchene (Bakery) and 'Newbury' (Newsagents).

Comparison

20. Within the comparison sector there are several national retailers trading from the Civic Centre- 'Lloyds Pharmacy', 'Clinton Cards', 'Bernardo's' and 'Co-Op Travel'. With regards to independent retailers there is 'Geoffs D.I.Y', 'Colante Jewellery', 'Framework ID' (Picture Frames), 'Eligante' (Shoes), and 'Gregorys Menswear'.

Other Services

21. The centre is dominated by independent service providers. Within the health and beauty sector retailers include 'Passion', 'Taylor Taylor', 'Scissor Sisters' and 'Halo Hair'. Other uses in this sector include a national betting office 'Betfred', high street banks 'HSBC and 'Natwest', a Dentists 'Stephen Godfrey', an Opticians 'Thomas and Holloway LTD', local

Estate Agents 'Saxton Mee', 'Castle' and 'Staves', solicitors 'Athi Law', 'Banner James', and building society 'Yorkshire Building Society'.

Restaurants, Café, Takeaway and Public Houses

22. Dronfield Town Centre contains a number of public houses, cafes and takeaways located throughout the town. These include 'The Dronfield Arms' (Public House), 'The Blue Stoops' (Public House), 'Bridge Inn' (Public House), 'Coffee Centre' (Café), 'Ferndale' (Café), 'Jamad Cottage' (Restaurant), 'Dominoes' (Takeaway), 'Green Dragon' (Takeaway), 'Village Fisheries Fish and Chips' (Takeaway) and 'Yit Hing' (Takeaway).

Other Uses

23. There are also several other uses operating within Dronfield to cater for the day to day needs of the local population. The facilities include 'Dronfield Post Office', 'Manor House Hotel' 'The Civic Hall' and 'Dronfield Sports Centre'. The recently developed Dronfield Sports Centre demonstrates a significant level of investment in Dronfields facilities in recent years.

Pedestrian Flow

24. Planning Potential have not undertaken a flow count, however, the perception of pedestrian flow in 2013 was low at the time of the survey (Tuesday Early-Afternoon).

Accessibility

25. Dronfield Town Centre is located along Chesterfield Road with access to the Civic Centre found along High Street. Off street free car parking is distributed throughout the centres within the Civic Centre (approximately 80 spaces); the 'Sainsburys' superstore on Wreakes Lane (approximately 350 spaces); Church Street (approximately 20 spaces); and within the Forge shopping centre (approximately 30 spaces). At the time of the survey these facilities were in moderate use at around 60% capacity.
26. A number of bus routes pass through the centre (routes 43,44,89,253/254, 294)- these services connect Dronfield to Sheffield City Centre and the surrounding residential population. The Town Centre is accessible by bus from surrounding settlements such as Chesterfield, Gosforth, and Holmesfield. Dronfield's bus stops are located throughout the centre, with shelters and seating provided at some stops.
27. Movement of pedestrians, cyclists and the disabled is allowed by accessible footpaths and low levels of traffic passing through the centre. There is a lack of pelican and zebra crossings although these are used at the perceived busiest crossings such as at the 'Sainsburys' superstore, along Chesterfield Road at the station entrance and towards the edge of the Town Centre along Chesterfield Road.

Physical Environment

28. The environmental quality of the Town Centre is generally very high, with most units well presented and in keeping with the areas heritage. The largest retail units are found within the purpose built retail precinct referred to as the 'Civic Centre'.
29. Throughout Dronfield the retail units are set within two and three-storey terraced properties. Above retail units along High Street, Church Street and Chesterfield Road the use is a mix of residential flats and storage. Within the Civic Centre the building style is of a modern two-storey terrace with the retail unit on the ground floor and storage space on the first floor. Several detached buildings found around the Civic Centre's periphery such as Dronfield Sports Centre, the Civic Hall and the Yorkshire Building Society.
30. Due to the existing road network that intersects the Town Centre, Dronfield has a strong built form with a very strong identity with almost all of the buildings (excluding the Civic Centre) built in stone.
31. There is a moderate amount soft landscaping within the centre- given its location along a key transport route. Landscaping is found along verges, with hanging baskets used on buildings and street lighting, with areas of trees found within residential gardens.
32. The streets are clean and well maintained with an absence of litter and no signs of graffiti.
33. Chesterfield Road runs through Dronfield and is heavily trafficked with private vehicles throughout the day although along High Street and Church Street the roads are mainly used by local residents and are quiet both visually and in noise terms.
34. There is a lack of street furniture with only a handful of bins, benches and lamp posts found along High Street and Church Street. The Civic Centre and Chesterfield Road are better equipped as there is a greater need for these amenities due to the increased activity. Overall, at the time of the survey the centre was considered clean and active.

Perception of Safety

35. At the time of the survey, there were no signs of anti-social activity. There were no exterior CCTV systems which aides the perception that Dronfield Town Centre is perceived to be a safe and trouble-free shopping environment.

Capacity for Growth

36. There is limited potential for Dronfield Town Centre to expand further due to its compact urban grain and limited number of suitable plots. The road network dissects and restricts the wide scale redevelopment of the centre.

Existing Convenience Provision

Sainsburys, Wreakes Lane (2,116 sqm net)

37. This store offers an extensive range of convenience goods as well as a small range of comparison goods including school wear, electrical and seasonal goods (approximately 10% of floorspace) across 13 aisles. The store also holds a deli, bakery and fish counter. At the time of the survey (mid-day Tuesday) the store was experiencing moderate levels of predominately basket trade and shelf stacking.
38. The store has 10 manned tills with 6 self service till points, at the time of survey only 2 tills were open. There were no queues at the open tills or at the self serve checkouts. The entrance has an ATM facility, community board, benches and bins which demonstrate a sense of community involvement and pride with the store integrating in to the wider community.
39. The car park adjacent to the store provides approximately 350 spaces including disabled and parent child spaces. At the time of survey the car park was at 40% capacity. There was little evidence of customers using the car park to conduct linked trips with other stores within the centre. The car park boundaries are well defined with soft landscaping lining the entrance and wooden fencing to the rear which forms a barrier between the store and neighbouring properties. Vehicular access into the site is taken from Wreakes Lane.

Co-Op, Civic Centre (1,269sqm net)

40. The store offers a range of convenience goods as well as a significant range of comparison goods (approximately 30% of floorspace). At the time of survey goods included a range of electrical products, DVDs and CDs and seasonal products i.e. gardening and BBQ goods. The store was quiet with predominantly basket trade and shelf stackers restacking fresh produce.
41. The store has 6 manned tills and at the time of the survey only 1 was in operation.
42. This store shares a car park with the wider Civic Centre and provides approximately 80 car parking spaces. At the time of the 2013 surveys, this car park was at approximately 80% capacity.

Summary

43. Overall, it is evident from the comparison health checks that the opening of an Aldi foodstore in an out-of-centre position, has not impacted on the vitality and viability of Dronfield town centre. On this point, we note that no existing convenience retailers have closed and appear to be trading well.



BARUGH GREEN

Store Location: Claycliffe Lane, Barugh Green

Progress: Store approved in December 2010. Store opened Spring 2012.

The Proposals: Aldi 1,390qm gross and 990sqm of net sales floorspace

The scheme

The site is located in the settlement of Barugh Green. The area is mixed use in nature; the site itself was previously used for commercial purposes and is adjacent to a public house. The site had been vacant for a number of years and had become overgrown and untidy in appearance. Barugh Green did not benefit from any centre as such; therefore residents were traveling out of the settlement to undertake a main food shopping trip. The proposals presented an opportunity to provide a localised shopping facility for the community. 94% of respondents to Aldi's community consultation were in support of the planning application.



**Committee report**

Weight was given to the employment opportunities that would be generated on the site through retail development. The proposals were seen as having the ability to address an identified deficiency in the area, and existing shopping patterns were acknowledged to be unsustainable. In design terms, the proposal was considered to be able to uplift the area and aid regeneration. Although a departure from policy, material considerations were considered sufficient to justify the departure.

The committee report concluded that the proposals would deliver a high quality development which would respond positively to the regeneration of a longstanding vacant site bringing both economic and environmental benefits. The report also concludes that the site is in a highly sustainable location which is accessible to a range of users. The application was recommended for approval which was carried by Members.

2013 Update

The store is open and trading well. 25 people are employed at the store; the majority of which live in the local area. The store provides a walk-in facility for members of the local community. The appearance of the site has improved for the benefit of the surrounding area. The store provides an important choice, particularly in recent economic times. Local shops and services in nearby centres as identified in Appendix one which includes the local centres of Darton, Dodworth and Mapplewell have continued to trade well. More importantly, in the case of Darton, vacancies have decreased. Each centre has a low vacancy rate and diversity of provision demonstrating that customers have continued to use local shops, including convenience provision alongside the Aldi store.

Aldi Case Study:		Darton Local Centre																																
																																		
Travel Distance From Aldi Store to Darton Local Centre:		The store is located 2.4km from Darton Local Centre as defined in Barnsley MBC's UDP (2000).																																
Characteristics of Darton Local Centre:		Darton is located on the northern periphery of the Barnsley urban area in a rural area almost surrounded by open countryside. It has a linear centre with its retail offer dispersed amongst residential properties along church street. The main anchor store in Darton is a 'Co-op' supermarket located at the northern end of church street.																																
Status in Development Plan:		Darton centre is identified as a Local Centre within the Barnsley UDP (2000).																																
Presence of Convenience Retailers:		The convenience offer in the centre is provided by a Co-op foodstore (132sqm net) and an independent sandwich shop on Church Street.																																
Unit Breakdown:		The number of units and ratio of uses pre store opening (2010) and post opening (2013) are outlined in the table below: <table border="1"> <thead> <tr> <th>Retail Category</th><th>Use Class</th><th>August 2009 %</th><th>August 2013 %</th><th>UK Average</th></tr> </thead> <tbody> <tr> <td>Convenience</td><td>A1</td><td>8%</td><td>9%</td><td>8.72%</td></tr> <tr> <td>Comparison</td><td>A1</td><td>32%</td><td>29%</td><td>41.29%</td></tr> <tr> <td>Services</td><td>Mixed</td><td>52%</td><td>62%</td><td>19.98%</td></tr> <tr> <td>Vacant</td><td>Vacant</td><td>8%</td><td>0%</td><td>12.53%</td></tr> <tr> <td>Total</td><td></td><td>100 %</td><td>100 %</td><td>100 %</td></tr> </tbody> </table> It is important to note that the centre is now healthy following the opening of the Aldi foodstore, with no vacancies in the centre in October 2013.			Retail Category	Use Class	August 2009 %	August 2013 %	UK Average	Convenience	A1	8%	9%	8.72%	Comparison	A1	32%	29%	41.29%	Services	Mixed	52%	62%	19.98%	Vacant	Vacant	8%	0%	12.53%	Total		100 %	100 %	100 %
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Vacant	Vacant	8%	0%	12.53%																														
Total		100 %	100 %	100 %																														

Aldi Case Study:		Dodworth Local Centre																																
																																		
Travel Distance From Aldi Store to Dodworth Local Centre:		The store is located 5.27km from Dodworth Local Centre as defined in Barnsley MBC's UDP (2000).																																
Characteristics of Dodworth Local Centre:		Dodworth is a local centre located in the rural west of the borough in close proximity to J37 of the M1. The centre is a traditional linear local centre with its retail offer dispersed in close proximity to the central road junction in the settlement.																																
Status in Development Plan:		Dodworth centre is identified as a Local Centre within the Barnsley UDP (2000).																																
Presence of Convenience Retailers:		The convenience offer in the centre is provided by a 'Budgens' supermarket (500sqm net), alongside a discount alcohol shop and sandwich shop.																																
Unit Breakdown:		The number of units and ratio of uses pre store opening (2010) and post opening (2013) are outlined in the table below: <table border="1"> <thead> <tr> <th>Retail Category</th><th>Use Class</th><th>August 2009 %</th><th>August 2013 %</th><th>UK Average</th></tr> </thead> <tbody> <tr> <td>Convenience</td><td>A1</td><td>11%</td><td>11%</td><td>8.72%</td></tr> <tr> <td>Comparison</td><td>A1</td><td>37%</td><td>25%</td><td>41.29%</td></tr> <tr> <td>Services</td><td>Mixed</td><td>48%</td><td>60%</td><td>19.98%</td></tr> <tr> <td>Vacant</td><td>Vacant</td><td>4%</td><td>4%</td><td>12.53%</td></tr> <tr> <td>Total</td><td></td><td>100 %</td><td>100 %</td><td>100 %</td></tr> </tbody> </table> These results demonstrate that this centre has not experienced any impact post Aldi opening, with convenience provision and vacancies remaining the same.			Retail Category	Use Class	August 2009 %	August 2013 %	UK Average	Convenience	A1	11%	11%	8.72%	Comparison	A1	37%	25%	41.29%	Services	Mixed	48%	60%	19.98%	Vacant	Vacant	4%	4%	12.53%	Total		100 %	100 %	100 %
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Vacant	Vacant	4%	4%	12.53%																														
Total		100 %	100 %	100 %																														

Aldi Case Study:	Barnsley Town Centre
	 <i>Source: Barnsley Town Talk (2013)</i>
Travel Distance From Aldi Store to Barnsley Town Centre:	The store is located 2.53km from Barnsley Town Centre as defined in Barnsley MBC's UDP (2000).
Characteristics of Barnsley Town Centre:	Barnsley Town Centre is the main retail destination for the Barnsley Metropolitan area and the focus for retail and service provision in this area.
Number of Units:	There are 448 units in total in Barnsley Town Centre. Of the total number of units 38.2% are in retail use. 45.3% of units are occupied by 'service' uses. There are 73 vacant units in the centre, representing 16.3% of total number of units.
Status in Development Plan:	Barnsley centre is identified as a Town Centre within the Barnsley UDP (2000).
Convenience/ Comparison Ratio:	31.7% of retail and commercial units sell comparison goods. 6.5% of units sell convenience goods.
Presence of Convenience Retailers:	The centre is anchored by a Morrison foodstore and a new Lidl store.



SWINEMOOR LANE, BEVERLEY

Site Location: Out of Centre

Progress: Planning permission was granted in August 2012, store opened 26th September 2013.

The Proposals: A standalone store on the outskirts of Beverley, designed to serve a localised catchment area.

The scheme

The application sought planning permission for a standalone Aldi store on the outskirts of Beverley. The site is located on main road, 1.5km from the nearest centre. It was identified that the majority of food shopping trips that were currently being made were to out of centre locations. In addition to this, in centre stores were trading at a level that any impact would not be cause for concern.

Community Consultation

A newsletter was circulated to 800 homes and local businesses. A community consultation event was held, the results of the consultation were positive; 98% of respondents supported the proposals.

Planning Application

The proposals were viewed by the planning authority as sustainable development in an accessible location. A new Aldi store represented the opportunity to regenerate a vacant untidy site whilst providing a local discount foodstore for residents in the north/ east of the town.

The Council employed an independent retail planning consultant to assess the proposals who concluded that the proposals would improve choice and competition and would represent new investment and sustainable economic growth. The consultants considered the levels of potential impact alongside proposals for a new edge of centre store on the Flemingate site and concluded that there would be significant impact on the town centre. Sequential options were thoroughly assessed, including the town centre and the Flemingate site. It was concluded that there were no suitable, viable sustainable options and that a store in this location would not cause harm to either the town centre or the deliverability of the Flemingate proposals.

The Ward Councillors supported the proposals and the application was **approved** under **delegated** powers.



Photo of the site



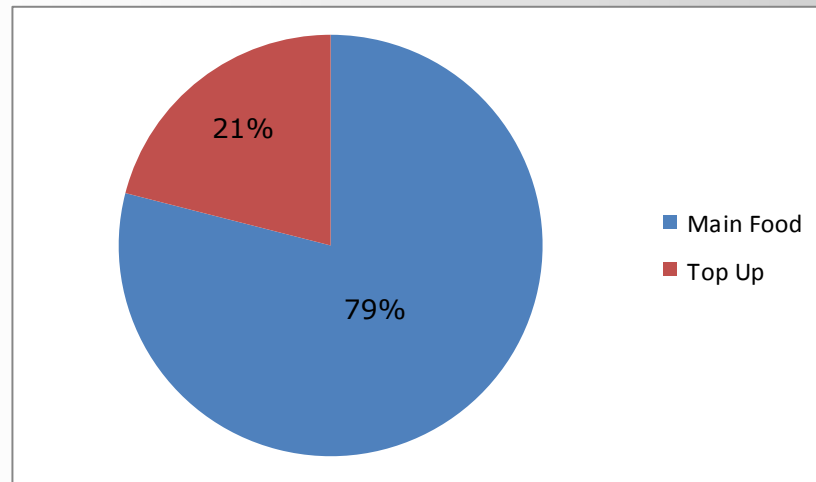
Case Study

Customer surveys conducted by Planning Potential in September 2014, concluded:

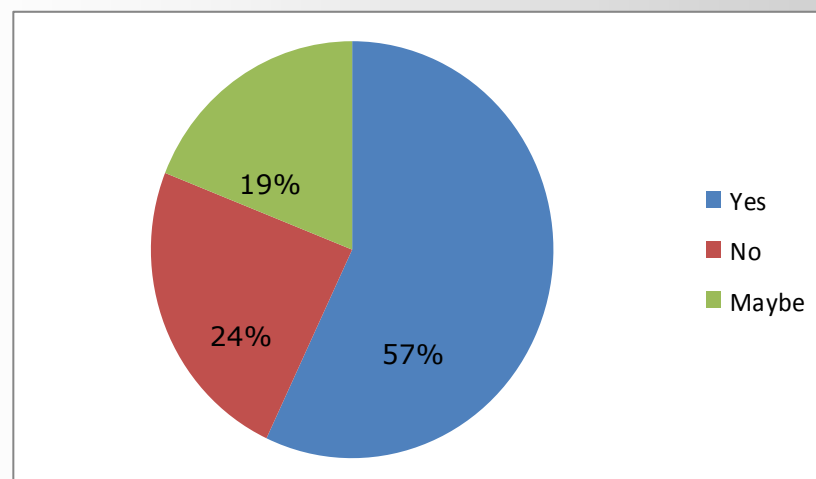
- The majority of trade to Aldi Beverley store has been diverted trade from the large out of centre Morrison's (Wingfield Way, HU17 8XE). The Aldi Store has had minimal impact on the existing retail provision of Beverley town centre.
- 19% of those surveyed were existing Aldi customers who had previously travelled further to visit an Aldi store.
- Town centre health checks undertaken in September 2014 demonstrates that the centre continues to be healthy and trade well with a decrease in number of vacant units.
- The convenience retailer Heron Foods have relocated to a larger unit on Toll Gavel, which is in the primary shopping area of Beverley town centre.
- The store is serving the intended localised catchment with 71% of shoppers living in the immediate local catchment area (HU17).



- The majority of shoppers were using the Aldi as their main food shopping destination;



- Over half of the shoppers surveyed were undertaking linked trips into Beverley town centre:



Aldi Case Study:	Beverley Town Centre
	
Travel Distance From Aldi Store to Beverley Town Centre:	The store is located 1.5 km from Beverley Town Centre.
Characteristics of Beverley Town Centre:	Beverley town centre is within the heart of Beverley, which is predominantly surrounded by residential development which makes it highly accessible by foot and public transport.
Status in Development Plan:	Beverley is designated a Principle Town within the retail hierarchy set out in East Riding Councils Unitary Development Plan (UDP).
Presence of Convenience Retailers:	At present, convenience representation is anchored by Tesco, New Walkergate, ASDA (the former Netto) on Norwood and an M&S Simply Food on Butcher Row. The town centre also contains one small frozen goods store (Heron Frozen Foods) one health food shop (Holland and Barratt), wine store (Majestic Wines) and a number of independent traders including 4 butchers, 1 fishmongers, along with a number of patisseries. The centre also hosts large open air outdoor market which is held on Wednesday and Saturdays.
Other Uses within Beverley:	There are a number of national retailers present in the centre including; WHSmiths, New Look, and Boots. The centre also occupies a number of 'high end' national retailers, including Laura Ashley and the Barbour Shop. The centre also supports a number of independent restaurants, cafes, takeaways and public houses such as 'The Poppyseed Café', 'Grants Bistro 22' and the 'Vanilla Café'. The national operators 'Ask', 'Prezzo' and 'Pizza Express' are also in the centre. Beverley also includes 7 'high street' banks; Lloyds TSB, Barclays Bank, HSBC, Halifax Yorkshire Bank, Santander and Natwest.

Unit Breakdown:

The number of units and ratio of uses at the time of the Council's Retail Study (2008), pre store opening (2012) and post opening (2014) are outlined in the table below:

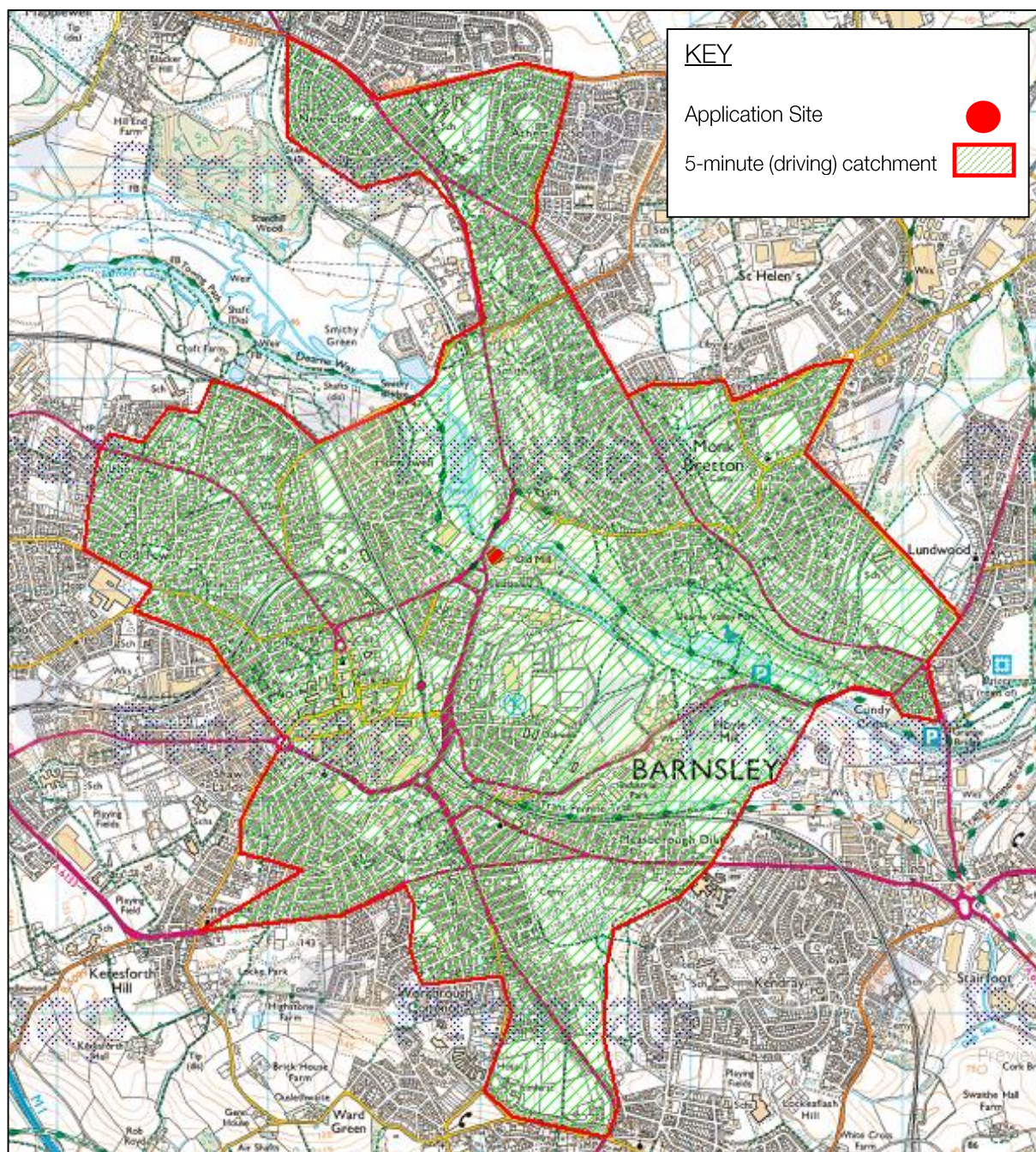
Retail Category	Use Class	2008 %	2012 %	2014 %	UK Average
Convenience	A1	6.15%	6%	4.27%	8.30%
Comparison	A1	43.6%	43%	37.61%	32.69%
Services	A1, A2	41.3%	27%	18.52%	23.70%
Business Use	B1	-	-	2.56%	1.25%
Hotels	C1	-	-	1.14%	0.66%
Restaurant, Café, Public Houses, Takeaway	A3, A4, A5	-	14%	21.08%	18.31%
Leisure	D1, D2, Sui Generis	-	5%	9.12%	3.97%
Vacant	Vacant	8.50%	5%	5.70%	11.45%
Total Units		341	360	351	
Total		100%	100%	100%	100%

It is important to note that the National Planning Policy Guidance (NPPG) updated the categories adopted for health checks this year, therefore Business Use and Hotels were not separated in 2008 and 2012 like they are in 2014.

Following the opening of the Aldi store on 26th September 2013 convenience retail has not fallen considerably since the Aldi opened and continues to be below the national average. Vacant units are significantly lower than the UK average of 11.45% at 5.70%. The centre continues to be dominated by comparison retailers which is significantly above average at 37.61% compared to the UK average of 32.69%. The 2014 survey suggests the opening of the new Aldi has not impacted negatively on Beverley town centre.

Appendix 4

5 Minute Drive Time



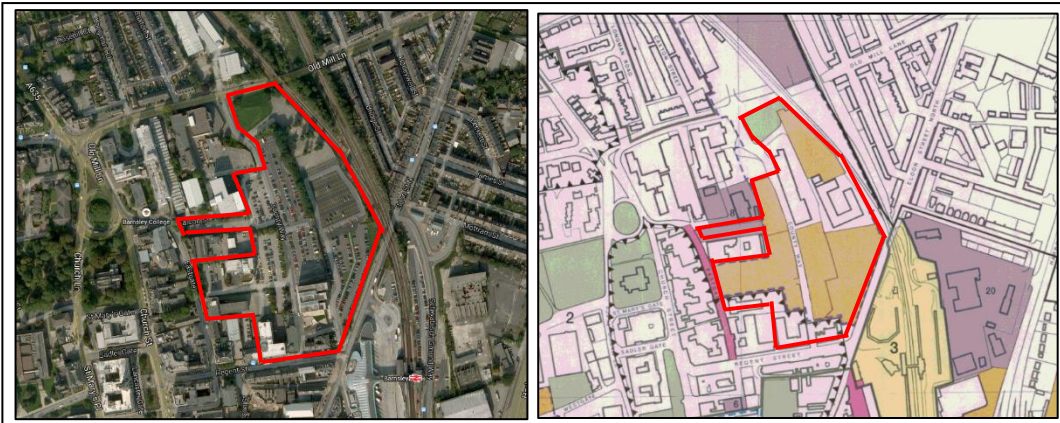
Title: PPx 5 minute catchment Job No: 14/2313
Location: Old Mill Lane, Barnsley, South Yorkshire
Author: JP Date: 06/10/2015

Directors
Helen Cuthbert | Stuart Slatter | Claire Temple
Associate Director
Alastair Close

Consultants
Caroline Dawson | Dan Templeton
Associates
Rob Scadding | Katie Turvey | Heather Vickers | Alan Williams | Nick Willock

Appendix 6

Sequential Site Assessment



Site 1: **Courthouse, County Way**

Size: **4.503 ha**

Location and Existing Uses: The majority of the site has been redeveloped in the last 5-7 years. To the south of the site is the recently constructed Digital Media Centre and The Core (a community centre). There are existing commercial uses to the southern edge of the site fronting onto Regent Street including the old Courthouse itself which is a Listed Building currently occupied as a public house. There are also buildings associated with Barnsley College in the western section of the site fronting onto Eastway. The remainder of the site is currently occupied by a 460 space Council run surface level public car parking and parking for the college. The car parks are extremely well-used and perform an important function for the wider town centre in this regard.

Existing UDP Allocation: This site is located within the adopted town centre boundaries of Barnsley and occupies an 'edge of centre' location approximately 180 metres from the defined Principal Shopping Frontages.

The site currently has a number of areas allocated as 'Public Car Parks' and a small area of 'Urban Greenspace' to the north of the site. A small area is identified as part of a wider 'Development Site' (number 8) to the North West of the site for education uses.

Emerging Policy Allocation: Within the Local Plan Consultation Draft 2014, the site is located identified as a town centre development site ('Courthouse') within the draft town centre boundaries. The site occupies an 'edge of centre' location, adjoining the defined Primary Shopping Area of the town centre.

Under draft policy BTC22 'Development Site 3- Courthouse Campus', the Councils preferred uses include education and community facilities; offices; developments designed to support the creative and digital industries; and residential development, including live-work units.

Availability:

The Courthouse site is owned by the LPA. The area has undergone major redevelopment in the past 5 years with new buildings now fully occupied. There are 4 long leases on the site including the listed public house, 2 buildings occupied by the college and an electricity substation. The site is not actively being marketed for sale or has the landowner shown a willingness to sell. The only available plots of land would be the car parks which perform an extremely important car parking role for the wider town centre and it is therefore important that any loss of car parking is offset.

Suitability/ Viability:

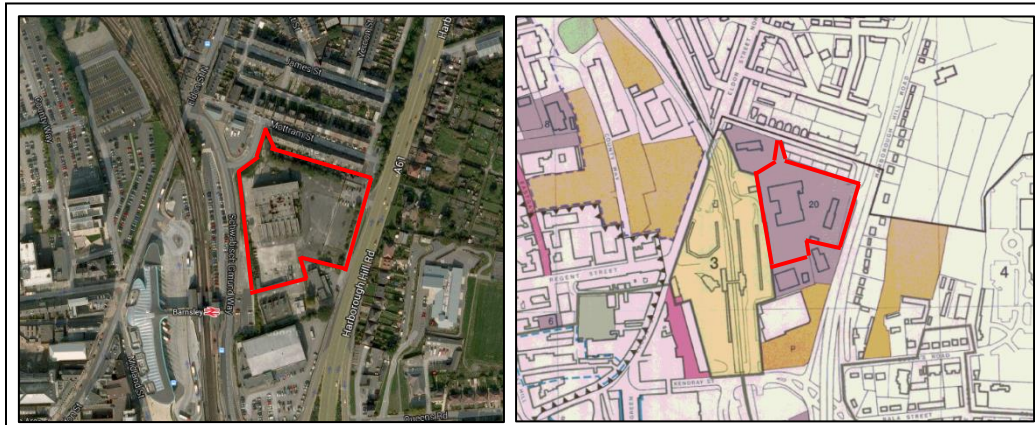
The Council's aspirations for the site and recent redevelopment on the site has been for education and community facilities supporting the creative and digital industries. These have clearly been achieved through developments in the last 5-7 years.

Significant portions of the site, which have not recently been redeveloped are currently used as car parking. The loss of important town centre car parking facilities, which support the surrounding land uses, would be harmful to the vitality and viability of the town centre. There is significant parking pressure in this area; a recent appeal decision at Hebden Bridge for an application submitted by J Sainsbury confirms that parking pressure can impede the free flow of traffic which can give rise to congestion and the impediment of traffic flow. This would be in an area that is already restricted by narrow lanes and a one-way system.

The 2014 Retail Study suggests the southern portion of the site may be suitable for retail redevelopment given its relationship to the Primary Shopping Area. However, the southern portion of the site along Regent Street is part of the Barnsley town centre conservation area and there are a number of Grade II listed buildings located to the south of the site (Courthouse; 14 & 16 Regent Street; 8-10 Regent Street). These factors would restrict development opportunities and design requirements for redevelopment in the southern portion of the site and not enable the development of an Aldi foodstore.

Conclusion:

Based on the above, due to the size, the existing use of the site as a town centre car park which would need to be offset and design constraints this site is not considered available, suitable or viable for the redevelopment



Site 2: **Transport Interchange/ Yorkshire Electricity, Harborough Hill Road (A61)**

Size: **1.338 ha**

Location and Existing Uses: The site is comprised of a cleared former depot site. The level differences within the site are significant. A substation is located on the site which would require relocation.

Existing UDP Allocation: This site is located within the adopted town centre boundaries of Barnsley and occupies an 'edge of centre' location 280 metres from the defined Principal Shopping Frontage.

The site is currently allocated as part of a wider 'Development Site' (number 20). This site is identified as suitable for discount food/comparison retail and business uses under policy TC58/20.

Emerging Policy Allocation: The site is located within the Local Plan Consultation Draft 2014 as a town centre development site ('Land between the Transport Interchange and Harborough Hill') within the draft town centre boundaries. Within this plan, the site occupies an 'edge of centre' location, 120 metres from the defined Primary Shopping Area of the town centre.

Under draft policy BTC24 'Development Site 4- Land between the Transport Interchange and Harborough Hill', the Councils preferred uses include offices; education, community and youth facilities; transportation uses associated with the adjacent Transport Interchange; public space; residential and ancillary retail.

Availability:

Based on a Land Registry search the site is in the single ownership of Npower Yorkshire Ltd and is not currently being actively marketed.

The site has previously been available for redevelopment and obtained outline planning permission for retail development (Ref B/05/1339/BA).

This permission was followed by Reserved Matters in 2008 (2008/1564) which included 7,060 sqm gross floorspace in four units with ground and first floor with 148 parking spaces. An application to renew the permission was submitted in 2010 (2010/1431). However this consent was never implemented and expired on 10th February 2013.

Planning permission 2010/1431 was subject to various conditions including:

- Condition 4 which prevents the sale of certain foods from the site or premises (i.e. food and drink for consumption off the premises, clothes and shoes, fashion accessories, jewellery, cosmetics and toiletries, pharmaceutical products, toys, cameras), except in accordance with condition 5;
- Condition 5 limits the retailing floorspace for a foodstore to no 1,400 sqm; and
- Condition 6 restricts individual units within the building to be not less than 930 sqm.

In addition to the above the owners of the site sought and were refused a variation of Condition 32 of outline permission B/05/1339/BA under application references 2007/1890 and 2009/0298. Both applications sought to facilitate general access to the development from Harborough Hill Road rather than it just being service only access.

Application 2007/1867 was also refused on 3rd September and sought permission for the formation of alternative access to Harborough Hill Road. Appeals were lodged on the three above applications, however all were withdrawn prior to an Inquiry.

A further application (2009/0297) was also refused on 28th April 2009 for the formation of an alternative vehicular and pedestrian access onto Harborough Hill Road.

The above demonstrates various attempts by previous potential developers to find a solution to satisfy the needs of retailers and the highways authority. However all attempts have been refused to gain access from Harborough Hill on highways safety grounds.

Sequential Analysis – Barnsley

Suitability/ Viability:



The planning history of the site suggests the Council regard the location of the site as more appropriate for bulky goods type retailers, which typically located outside of existing centres given the form of unit they occupy apposed to more traditional high street retailers. The site is not well connected to the Primary Shopping Area, being more disjointed with limited visual connection to the town centre.

The pedestrian linkages between the site and the town centre primary shopping area are unattractive and relatively convoluted with physical barriers including the railway line and transport interchange in between.

In light of the site's planning history in respect of highways access, the site has been investigated thoroughly from a highways perspective. Any vehicular access to the site would ideally be obtained from Harborough Hill Road in order to reduce the distance travelled by vehicles diverting from existing routes. The existing access to the site is restricted to left in/ left out and would be unsuitable for the proposed use without significant improvements. This improvement could be in the form of an improved left in / left out arrangement or a signal controlled junction. Whilst there would be an engineering solution this is likely to have significant financial costs and/or large environmental/delay impact due to the existing topography resulting in the development potentially being unviable.

Alternative access opportunities are limited, as shown by the site's planning history, however consideration has been given to Schwabisch Gmund Way. Again, the level differences between the site and the highway in this location are significant and would require substantial engineering work to resolve which would result in a scheme for a discount food store being rendered unviable.

Traffic impacts on the surrounding network have impacts on air quality as a result of backed up traffic at surrounding key road junctions.

The trip generation rates associated with a foodstore use would in general be significantly greater at peak times than a bulky goods use.

The site topography slopes down to the south, but is higher than the properties on Mottram Street which will further compromise the layout of any redevelopment proposal. Any new development on the site could generate significant amenity issues (noise, overbearing and light) for residents in the dwellings backing on to the site from Mottram Street.

Sequential Analysis – Barnsley

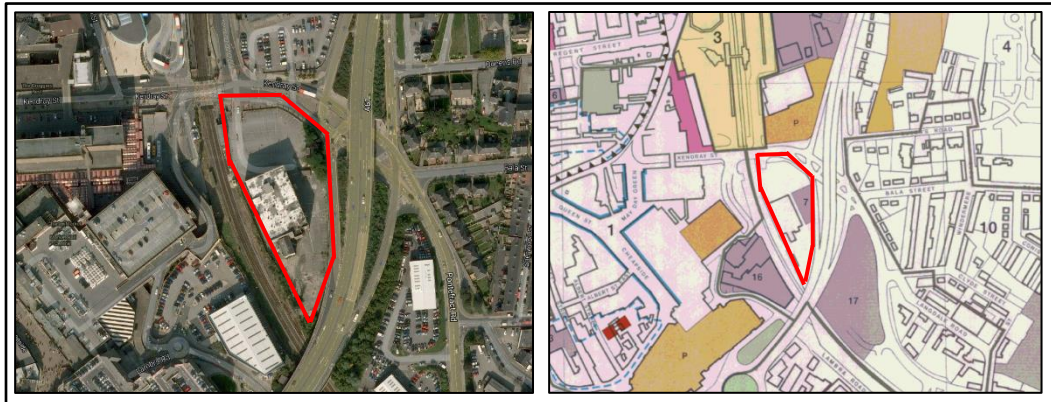


The requirement for ramped servicing access and extensive off-site highways works would significantly increase development costs and therefore raise material viability concerns.

In addition given that the site area is surplus to the requirements of delivering a standalone foodstore, acquiring and redeveloping a site of this size would further lead to the viability of the scheme becoming questionable.

Conclusion:

On the basis of the above, it is our view that the site is not suitable in physical terms (highways, linkages, impact on surrounding residential amenity) to accommodate a discount foodstore development. The viability of a foodstore scheme may also be marginal given the existing site constraints, significant build-out costs and extensive off-site highway junction improvement works. As detailed, the site is therefore considered to be unavailable, unsuitable and unviable for the proposed development.



Site 3: **Former CEAG site, Land South of Jumble Street**

Size: **0.7038 ha**

Location and Existing Uses: The site is roughly triangular in shape and is comprised of a cleared former depot site.

Existing UDP Allocation: This site is located within the adopted town centre boundaries of Barnsley, as defined on the UDP Proposal Map. The site occupies an 'edge of centre' location 150 metres from the defined Principal Shopping Frontage.

The site is partially allocated as a 'Development Site' (number 7) suitable for business uses (Use Class B1(a) and (b)) under policy TC58/7.

Emerging Policy Allocation: The Local Plan Consultation Draft 2014 identifies the site within Barnsley town centre and as part of a town centre development site ('Better Barnsley') within the draft town centre boundaries. The site occupies an 'edge of centre' location, adjoining the defined Primary Shopping Area of the town centre.

Under draft policy BTC13 'Development Site 1- Better Barnsley including former TEC building and CEAG site', the Councils preferred uses include retail, including a department store; offices; leisure; food and drink; residential; and car parking.

Availability: The site is in the single ownership of Barnsley MBC based on a Land Registry search and forms part of the wider Markets redevelopment site. We are not aware of the site being actively marketed for sale as the redevelopment of the Markets site has now commenced. Notice to Treat Orders were served in August and October 2010 on 3 parcels of land within the site by Barnsley Metropolitan Borough Council (Barnsley Markets) Compulsory Purchase Order 2006.

The site previously formed part of a wider application site which had planning permission for the comprehensive redevelopment of the site and adjoining Markets site (Site 4), approved in September 2011 (LPA Reference 2011/0714). This application included the 'mixed-use redevelopment, comprising demolition of existing buildings on application site and replacement with retail and leisure elements, including new market, multi-storey car park and surface-level car park, new pedestrian routes, public realm, means of access and landscaping'.

Within the Markets redevelopment scheme (Site 4), the CEAG site is to be redeveloped as car parking within the first phase of development. Planning permission was granted in May 2015 (2015/0362) for a surface car park for 173 vehicles and 20 bicycle spaces. The car park is necessary to serve the markets redevelopment and therefore the site is not available for an Aldi food store.

Suitability/ Viability:

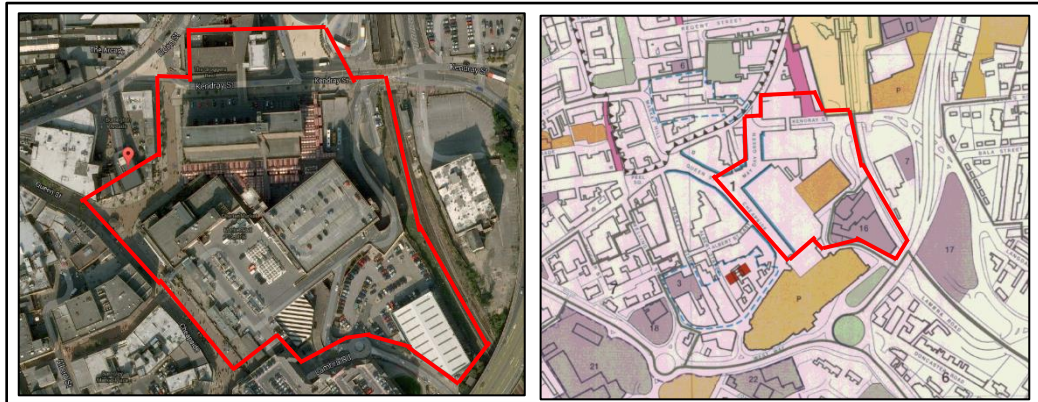
Within the Local Plan Consultation Draft 2014 the site is identified as part of the town centre development site ('Better Barnsley') which the Council consider suitable for retail, including a department store; offices; leisure; food and drink; residential; and car parking.

Although the Council have previously considered the site suitable for retail development, the site is now being redeveloped as a surface level landscaped car park to serve the Markets redevelopment.

This is the anchor redevelopment project for Barnsley town centre and has been in the pipeline for a number of years, with the original outline permission dating back to 2006. It is not considered that the development of a standalone Aldi foodstore will harm the viability of this project being completed due to the different nature of retail floorspace being proposed.

Conclusion:

Due to the site now being redeveloped as a surface level car park for the town centre redevelopment, the site is no longer available for redevelopment proposals.



Site 4: Markets Site

Size: 3.702 ha

Location and Existing Uses: The site lies at the centre of Barnsley town centre, adjacent to Market Parade, May Day Green, Cheapside and Midland Street. The site accommodates the Metropolitan Centre in which the markets are located, retail units fronting onto Cheapside, former Council offices, multi-storey car and surface-level car parking and the former Zone Ice premises.

Existing UDP Allocation: The UDP Proposal Map identifies the site within the adopted town centre boundaries of Barnsley and the site occupies an 'in centre' location as part of the site forms the Primary shopping Frontage of the town.

The site is partially allocated as a 'Development Site' (number 16) suitable for business uses (Use Class B1(a) and (b)) under policy TC58/16 and partially as a 'Public Car Park'. Policy TC58/16 notes that the site is a heavily developed and constrained site.

Emerging Policy Allocation: The Local Plan Consultation Draft 2014 identifies the site within Barnsley town centre and as part of a wider town centre development site ('Better Barnsley'). The site occupies an 'in centre' location, located entirely within the draft Primary Shopping Area of the town centre.

Draft policy BTC13 'Development Site 1- Better Barnsley including former TEC building and CEAG site', suggests the Councils preferred uses include retail, including a department store; offices; leisure; food and drink; residential; and car parking.

Availability: The site has now entirely been acquired by Barnsley Metropolitan Council as part of a Compulsory Purchase Order. The site has been identified as a long term redevelopment option with the original outline planning permission on the site approved in 2006 (LPA Reference 2006/1082) and varied in 2007 (2007/0271).

Most recently full planning permission was approved in September 2011 (LPA Reference 2011/0714). This application included the 'mixed-use redevelopment, comprising demolition of existing buildings on application site and replacement with retail and leisure elements, including new market, multi-storey car park and surface-level car park, new pedestrian routes, public realm, means of access and landscaping'.

A new outline planning application was submitted in May 2015 with all matters reserved. The application comprising a mixed use development of Barnsley markets and adjoining land following the demolition of existing offices, bridge, part of existing market hall and multi storey car park to provide a replacement refurbished retail/ market floorspace, new retail food and drink (use class A1, A3 and A4), a cinema (use class D2), a library (use class D1), new public open space, access road and associated servicing arrangements, car parking and a pedestrian footbridge across the railway to the site of the former CAEG building.

The 'Better Barnsley' May 2015 Newsletter (source: <http://www.barnsley-chronicle.co.uk/advertising/mailshot/BetterBarnsley/039/039.html>) confirms that works have now started on site and Hague Plant have submitted notice of demolition for several buildings in the town centre. The demolition works are due to start from the end of May 2015 on a phased basis. Phases 1 to 5 will be completed between May and December 2015. The remaining phases 6 to 9 will follow on from February 2016.

Suitability/ Viability:

The redevelopment of the site will include a new town square, revamped Metropolitan Centre and Market Hall, new shopping boulevard by extending Lambra Road, new central library and new car parking. The current application provides 30,500sqm of retail floorspace to include A3 and A4 uses to add to the vitality and viability of the proposals. The buildings are centred around a market square. The retail area is intended to be fully pedestrianised with vehicular access limited to access for emergency vehicles and limited managed servicing. This demonstrates that the markets development would not be suitable for a discount food store where customers need to be able to park close to the store to undertake a weekly shop. There are elements of the Aldi business model (and indeed any main food store) that are essential for a viable business. This includes main road frontage, accessible car parking close to the store, the use of trolleys and the ability to service the store to provide fresh goods to customers. Although the markets proposals are in outline, it is clear that the plans would not accommodate a discount food store. The overall scheme is dependent on a mix of retail that would include 'high end' comparison retail provision. If food were to be included, these would be small scale shops for smaller purchases.

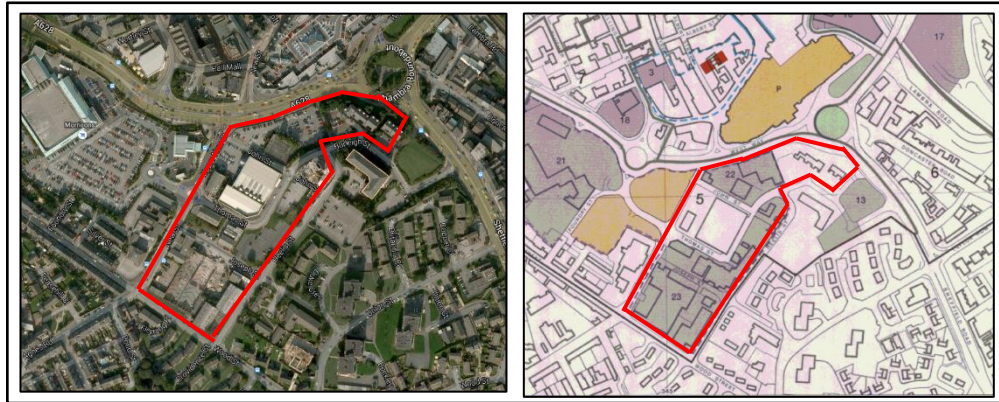
Sequential Analysis – Barnsley



As mentioned above, this is the anchor redevelopment project for Barnsley town centre and has been in the pipeline since 2006. It is not considered that the development of a standalone Aldi foodstore will harm the viability of this project being completed due to the different nature of retail floorspace being proposed.

Conclusion:

Due to the site now being redeveloped as the town centres new anchor mixed-use retail-led development, the site is no longer available for redevelopment proposals.



Site 5: **Heelis Street and New Street**

Size: **3.419 ha**

Location and Existing Uses: Located to the south of Westway, the site is essentially divided into 4 plots as shown on the attached plan.

Plot 1 (0.98 ha) closest to the town centre is occupied by a well-used surface car park and drug rehabilitation centre.

Plot 2 (1.14 ha) is bounded by John Street and Thomas Street and is occupied by a vacant former Gala Bingo and a retail warehouse units currently occupied by the bed factory.

Plot 3 (1.21 ha) is L shaped and bounded by Thomas Street and Joseph Street is occupied by a range of commercial uses and a pay and display car park.

The southern part of the site, Plot 4 is 1.94 ha in size and is predominantly cleared land that is currently occupied by a hand car wash and surface level car parking.

New Street and Heelis Street form the western and eastern boundaries of the site respectively.

Existing UDP Allocation: The UDP Proposal Map identifies the site within the adopted town centre boundaries of Barnsley and the site occupies an 'edge of centre' location, approximately 200 metres from the adopted Primary shopping Frontage of the town.

The majority of the site is allocated as part of two 'Development Sites'. Development site 22 to the north of the site is considered suitable for business uses (Use Class B1(a) and (b)) or retail (A2/A3) uses under policy TC58/22. Development site 23 is located to the south of the site and considered suitable for business uses (Use Class B1(a) and (b)) under policy TC58/23. The site is not allocated for Class A1 retail in the adopted UDP.

Emerging Policy Allocation:

The Local Plan Consultation Draft 2014 identifies the site within Barnsley town centre and as part of a town centre development site ('Heelis St./New St./ Gala Bingo/ Burleigh Court') within the draft town centre boundaries. The site occupies an 'edge of centre' location, located approximately 25 metres from the draft Primary Shopping Area of the town centre.

Draft policy BTC16 Development Site 2 – Heelis Street / New Street / Gala Bingo / Burleigh Court Site, confirms the Councils preferred uses for the site include retail; residential; and offices.

Availability:

The site is in multiple ownerships including Barnsley MBC, Si Si Investments Ltd, Burleigh Court (Barnsley) Management Ltd and Gala Leisure Ltd. Gala Leisure are actively marketing their part of the site.

The site has previously been promoted for redevelopment and in September 2012, planning permission was granted for the erection of a new superstore with associated petrol filling station, car parking, access, servicing and landscaping (LPA Reference 2012/0196). Based on public access no further applications have been submitted on the site and this permission will expire on 6th September 2015.

There are a number of existing uses on the site and in order to enable redevelopment land ownership/ tenancy issues would need to be resolved before the development can be brought forward. There are consequently questions marks regarding whether or not the site would be genuinely available for development within a reasonable time period.

Suitability/ Viability:

Case law and appeal precedent establish the definition of 'suitability' as a sequential site that is suitable for the developers' proposals.

Only one of the 4 individual plots is large enough to accommodate the development proposals; Plots 1, 2 and 3 are too small for an Aldi store.

A combination of Plots 1 and 2 or 2 and 3 could accommodate an Aldi food store, however, this would involve stopping up orders, the loss of town centre parking which would be considered to have an impact on the local highway network. Whilst Gala are marketing their part of the site, the remainder is not being actively marketed.

Plot 4 as a standalone plot would not be considered sequentially preferable, being over 320m from the Primary Shopping frontage.

The previous consent was for a much larger scheme covering all 4 plots. The site has not come forward for development and the planning permission will soon expire. This permission involved the provision of a considerable amount of infrastructure to make the project acceptable including a bus stop, amendments to the highway, new footpaths, two new roundabouts, public realm works, street lighting, changes to highway drainage, signage and lighting, removal/ relocation of on street car parking. The scale of project to ensure that a development comes forward that can provide mitigation for increased impact on the highways and town centre parking cannot be delivered by the piecemeal development of the site for an Aldi store.

Conclusion:

On the basis of the above, the site is considered not to be available or suitable for the proposed discount foodstore development.

Appendix 6

Sequential Testing Email Correspondence

From: Willows , Helen
Sent: 13 October 2015 14:50
To: Hyde , James
Subject: FW: Old Mill Lane

James

Thanks for this. I can now confirm that the submitted information demonstrates that there are no sequentially preferable sites within a five minute drive time of the proposed site. This drive time distance encompasses only Barnsley Town Centre, within which there are no suitable and available sites for the scale of development proposed and the agent has demonstrated a reasonable degree of flexibility on scale.

Yours

Helen