

Our ref: hk/L/HyInd/APC/03.02.17

3 February, 2017

Development Management,  
Barnsley Council,  
PO Box 604,  
S70 9FE

Dear Sir/Madam,

**Proposed use of premises as a sui generis betting office together with new shopfront and advertisement consent for internally illuminated signage at Unit 2, Site C, Hoyland**

We act as planning consultants to Ladbrokes Coral Group plc.

The company operates long established existing premises at 1 King Street Hoyland. This is the only betting office in the town centre. However the company is being forced to relocate and have identified suitable premises at the above site. In October 2015, planning permission 2015/0711 was granted for the redevelopment of Hoyland town centre in three distinct sites. Site C contains the subject premises where Ladbrokes are seeking permission to relocate.

The proposed betting office unit is located in Site 'C' of this redevelopment scheme where construction work is commencing. Site 'C' formerly consisted of the vacant town hall and Council offices, Co-op Supermarket and a car park. The redevelopment scheme includes a new town hall, Boyes' large retail unit, two retail units, market stalls and 7 small kiosk units. The market stalls are being relocated from the site to the north, which is also being redeveloped for a new supermarket. As such there will now be a greater number of retail units than previously existed and the scheme increases the overall number of retail units and floorspace in the town. In this context, the subject proposal is for the relocation of an existing town centre use from larger premises to a smaller unit. The subject unit will face directly on to the new market stalls and be flanked on both sides by retail units. We understand that the subject property has consent for Class A5 hot food takeaway use such that there will be no loss of retail use involved.

With regard to policy, the adopted development plan for Hoyland consists of the Core Strategy, which was adopted by Barnsley Council on 8th September 2011 and the Unitary Development Plan (adopted 2000).

Hoyland is a defined District Centre where Policy CSP31 of the Core Strategy directs development that serves a localised role in meeting the day to day shopping and leisure need of the local population. Supporting paragraph 9.221 is specific to Hoyland town centre and states:-

*Hoyland is one of the smaller district centres. Its main retail and service offer is concentrated on High Street, King Street and Market Street radiating from the main square which includes the Town Hall and the Co-op supermarket. In terms of vitality and viability Hoyland is slightly above average. Its main strengths are the number and type of shops, the absence of floorspace outside the centre, the market, the low vacancy rates, high pedestrian flows and good bus services and linked trips. The aims for the future of Hoyland are to improve movement for pedestrians, cyclists and the disabled. The strategic direction for Hoyland is to intensify.*

Additional guidance is provided in the Unitary Development Plan. Policy S1 in the UDP deals with new retail development in centres such as Barnsley, Hoyland and other Principal Shopping Centres. It does not specifically deal with non-retail uses or changes of use in District Centres, but rather encourages retail uses to locate in defined centres.

As you know, the primary objective of the NPPF is to allow development that is sustainable to proceed, without delay. A presumption in favour of sustainable development is the basis for every plan and every decision. The NPPF sets out clearly what could make a proposed plan or development unsustainable. The NPPF is a material consideration in planning decisions. Paragraph 14 of the NPPF sets out the foundation upon which planning proposals should be considered. It advises that where the development plan is absent, silent or relevant policies are out-of-date, Planning Permission must be granted unless: -

*“Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.”*

There are no specific policies in the NPPF which prohibit the proposed use. Indeed the general direction of the NPPF is to support diversity and a range of uses. Although betting shops are now sui generis uses, they remain *bona fide* town centre uses which the public expects to find in shopping centres. The proposed use by a national multiple such as Ladbrokes will ensure the long term viable use of the premises. Betting offices are among the busiest of high street uses. They generate trade all year round, in the evenings as well as in the daytime whereas some uses such as banks and building societies close on Saturday

afternoons and do not open on Sundays or of course on Bank Holidays. The relocated betting office will continue to generate footfall and linked trips to Hoyland town centre.

A modern betting office trades particularly well and generates high footfall. Footfall or pedestrian flow is the single most important indicator of vitality. Typically, a modern betting office of the type proposed will attract high visitation rates with as many customers as an A1 shop of a similar size. In addition, at least 70% of customers will have already or will go on to make other purchases in the locality thereby creating spin-off trade. Nowadays betting offices open until 10.00pm each day of the week, all year round, except Christmas Day. In this way they bring trade to an area outside normal shopping hours. Since 1994, with the changes in betting and gaming legislation, betting offices are no longer closed in the sense that you can't see into or out of them. They are therefore bright and busy and represent a picture of activity in the street scene. In this way they contribute to the vitality of the area in the most positive manner.

A new powder coated aluminium shopfront with central entrance door to match RAL 9002 will be installed. The entrance door will have a full height handle and a clear 1000mm opening to allow wheelchair access.

The proposed fascia sign will consist of a red aluminium background panel with white acrylic lettering. Only the lettering on the fascia will be illuminated using internal LEDs.

If you have any queries relating to the above proposal please do not hesitate to contact these offices in the first instance.

Yours sincerely,

**HARIS KASUJI** BA MA MRTPI