Planning Potential

Planning Regeneration and Development

PLANNING AND RETAIL STATEMENT

Construction of a new Aldi Foodstore, with car parking, landscaping and associated works

At

Land North of Barnsley Road, Cudworth

ON BEHALF OF

Aldi Stores Ltd.

June 2013

CONTENTS

		Page
1.0	Introduction	2
2.0	Description of Development and Background to the Proposals	5
3.0	Planning History	8
4.0	Background to Aldi Stores	11
5.0	Application Proposal	15
6.0	Planning Policy Context	21
7.0	Assessment of Retail Planning Matters	26
8.0	Other Material Planning Benefits	29
9.0	Conclusion	37

APPENDICES

1. 2011 Census Data
2. Context Plan
3. Retail Provision Plan
4. Health Checks and Land Use Plan
5. Planning Policy Review
6. Case Studies

1.0 INTRODUCTION

1.1 This Planning and Retail Statement has been prepared and submitted by Planning Potential on behalf of Aldi Stores Ltd. The application seeks planning permission for the demolition of an existing residential dwelling (Use Class C3) and the construction of a Class A1 'discount' food store, together with car parking, landscaping and associated works at land north of Barnsley Road, Cudworth.

1.2 Cudworth is a former coal mining settlement in South Yorkshire. Since the decline of the coal mining industry, the settlement has been identified by Barnsley Metropolitan Borough Council (BMBC) as an area to accommodate future growth and investment.

1.3 The application site is located within the Principal Town of Cudworth, within the boundaries of the district centre and extends to approximately 0.51ha in size. The site is identified as a *'development opportunity'* within the Council's Smaller Centre Study Report (2010) to accommodate future retail development. The Council's commitment to growth is supported by its current proposals to expand the town centre boundary of Cudworth.

1.4 At present the centre supports a number of small convenience and comparison retailers, situated in a linear form along Barnsley Road. Given the operation of existing traders, it is considered that the centre does not offer local residents the opportunity to undertake a main food shop. As a result, residents have to travel outside Cudworth to stores such as ASDA at Old Mill Lane. This situation is considered unsustainable and contrary to the objectives of the NPPF, which seeks shopping facilities to be accessible and near to where people live.

1.5 The application site occupies a prominent location which is highly visible to those travelling into Cudworth centre. At present, the site is under-utilised in terms of built development when viewed from Barnsley Road, and also suffers from a generally poor quality environment, with much of the land

over-grown and in need of maintenance.

1.6 The application proposal will provide the opportunity to radically improve the visual appearance of this prominent town centre site. It will also enhance consumer choice and improve competition within Cudworth's food retail sector through the introduction of a 'discount' food store. It is also considered, that the introduction of a main food shopping destination will result in 'linked trips' which will facilitate a number of spin-off benefits for existing businesses.

1.7 Information from the 2011 census (attached at **Appendix 1**) demonstrates that the area suffers from deprivation issues for example, car ownership is slightly below average for England with 27% of households not having access to a car or van compared to 25%, and 6% of economically active people being unemployed compared to 3% in England. Average weekly income is also £50 below the level for Yorkshire. These factors demonstrate that the proposals will provide benefit for the local community through access to a discount main food shopping destination, reduction in the need to travel and local jobs.

1.8 Discussions between the applicant and Barnsley Council regarding the redevelopment of this site have taken place in advance of the planning application submission. The scheme has also been publicised through a comprehensive community consultation exercise, including consultation with Ward Members.

1.9 The statement is structured as follows:

- **Section 2 -** considers the site's location, and existing good connections with Cudworth district centre and surrounding built environment.
- **Section 3 -** examines the planning history of the site.
- **Section 4** provides a background on Aldi Stores Limited, in terms of its layout and design philosophy.

- **Section 5 -** considers the application proposals in detail.
- **Section 6 -** considers the location of the site in the context of current national and local planning policy. The current agenda to support economic growth and the provision of accessible retail facilities which will offer choice and competition within the market place is also highlighted.
- **Section 7** assesses retail planning matters.
- **Section 8** looks at other material planning considerations.
- **Section 9** provides a summary of the key arguments that form the case for the development proposal.

2.0 DESCRIPTION OF DEVELOPMENT AND BACKGROUND TO THE PROPOSAL

Cudworth

2.1 Cudworth is a former coal mining settlement within South Yorkshire. The settlement is located 3.5 miles north east of the City of Barnsley and has a population of approximately 9,000 residents. Cudworth is identified as a Principal Town, although the centre itself has a district centre status within Barnsley retail hierarchy.

2.2 Since the decline of the coal mining industry, the existing infrastructure and general image of the settlement has presented difficulties in attracting new employment opportunities. As a result, Cudworth has been identified as an area to accommodate future growth and investment - to enable Cudworth to fulfil its role within the settlement hierarchy as a 'Principal Town'.

The Application Site and Surrounding Area

2.3 The application site is located within Cudworth District Centre, along Barnsley Road. A context plan is attached at **Appendix 2** of this document.

2.4 The site is approximately 1.27 acres (0.51ha) in size, and comprises a residential dwelling (Use Class C3), alongside an area of vacant scrubland and hardstanding. At present the site is under-utilised in terms of built development when viewed from Barnsley Road, and also suffers from a generally poor quality environment with much of the land overgrown and in need of investment. Located within and along the boundaries of the site are a number of mature trees and a wooden picket fence which restrict views in and out of the site. A number of trees along the northern boundary of the site are covered by a Tree Preservation Order (TPO).

2.5 Cudworth District Centre extends to the east and west of the site along Barnsley Road. To the east of the site is a 1980 post war retail unit, currently occupied by 'Fulton Foods'. The unit is small in size, with limited car parking, flat roof and made from brown brick. Beyond Fulton Foods to the west along Barnsley Road is a small garage, two further retail units and a public house.

2.6 To the west of the site towards the primary shopping frontage of Cudworth district centre are the Cudworth Methodist Church, and a row of residential properties converted for retail purposes. Set back from the Methodist Church is 'The Cudworth Centre' (health centre) operated by the NHS.

2.7 Barnsley Road forms the southern boundary of the site and is a single carriageway road, subject to a 30mph speed limit. Lining Barnsley Road are a number of residential and retail properties, beyond which is a large commercial unit occupied by 'Telkom Communications' and Cudworth Churchfield Primary School.

2.8 Located to the north of the site is an established housing estate which comprises of post war bungalows. These properties are managed by a housing association and are mainly occupied by elderly people. The residents here, in particular will benefit from a main food shopping destination within walking distance.

2.9 Cudworth district centre comprises a variety of uses. At present, convenience provision is met by the Co-op, alongside two newsagents, two bakers, a greengrocer, an off license and a frozen food shop. The centre also comprises 19 comparison outlets, including a pharmacy and shops selling fireplaces and surrounds, paint and wallpaper, pet goods, toys and gifts, home textiles and furniture. The service provision is also varied and includes one restaurant/café bar, hairdressers, fast food takeaways, a wedding service unit, a dry cleaners, a couple of public houses, a veterinary practice, a bank, two building societies and a travel agency. Overall, the centre is considered to be healthy and vibrant, with

low vacancy rates. A retail provision plan is provided at **Appendix 3** of this report and a health check and district centre land use plan and is attached at **Appendix 4**.

2.10 There is a network of footways and footpaths within the vicinity of the application site, providing good pedestrian connectivity with the centre and surrounding residential areas. Indeed, existing tarmac footpaths located on both sides of Barnsley Road are wide and well lit – facilitating clear and direct pedestrian linkages.

2.11 In terms of public transport, there are a number of bus stops located along Barnsley Road, the nearest located 50 metres north east of the site. These bus routes (30, 37, 29, 27, 34, 38, 28, and 48) provide a frequent connection to Barnsley City Centre to the south.

3.0 PLANNING HISTORY

3.1 The majority of the site has remained vacant since 1990 - following the demolition of the Council's former offices and depot.

3.2 Between the years 1989 and 1994, a number of applications were submitted to Barnsley Metropolitan Borough Council for the erection of a residential nursing home. In 1989, outline planning permission was granted under application reference 89/0565/CU. A reserved matters application was refused in 1991.

3.3 Following the expiry of the 1989 application, a second outline application (Application Reference: 94/0351/CU) was submitted and approved in 1994 for *'residential/ nursing home development'*. The application expired in 1999.

3.4 In the year 2000, two applications were submitted on the application site by Morbaine Limited for a *'Class A1 foodstore, parking and servicing facilities (Outline)'* (Application Reference: 00/989/CU) and *'car park, for use in conjunction of foodstore application 00/989/CU'* (Application Reference: 00/1103/CU). The proposed unit was to be occupied by Lidl.

3.5 Both applications were withdrawn on the 19 December 2000. A revised scheme was submitted to the Council on the 07 December 2000 under application reference B/00/1503/CU. The application proposed a foodstore to the north-eastern corner of the site, with a gross floorspace of 1,073sqm, alongside 86 car parking spaces. The application also proposed two pedestrian routes within the site onto Barnsley Road, directing customers into the town centre.

3.6 At the time of the application, the planning officer confirmed within a letter dated the 20 February 2001 (B/00/1503/CU), that there was no policy objection to the proposal. However, the application was refused on

the 10 April 2001 on the grounds of:

i) The design and layout of the proposal fails to have proper regard to the surroundings and does not develop and enhance the local character;
ii) Insufficient information regarding the effect of the proposal on highway safety and residential amenity; and,
iii) The proposed car parking spaces are too close to the mature trees off the north and west boundaries. The nuisance caused to customers arising from honeydew dropping on and affecting cars would be likely to lead to pressure for the trees to be felled or significantly pruned. The loss or significant pruning of the trees would materially harm the street scene contrary to Policy GS22 of the UDP.

3.16 In 2003, DTZ on behalf of Netto Foodstores Ltd. submitted an application for a foodstore on the application site (Application Reference: DC/EJ/03/1699/CU). The application in comparison to the Lidl proposal, proposed a foodstore to the north-western boundary of the site, with car parking located to the front facing Barnsley Road.

3.17 The application was withdrawn on the 28 January 2004, with the intention to obtain more detailed information regarding trees on the site.

3.18 Our only observations on the above retail decision notices are that they were made over ten years ago, and in this period national town centre policy has changed significantly. In March 2012, the National Planning Policy Framework (NPPF) was adopted. The NPPF provides a clear presumption in favour of sustainable development in accordance with the development plan. On this note, the Council's planning policy officer raised no objection to proposals on retail or policy grounds. The decision notices also clearly demonstrate that the Local Planning Authority have considered the redevelopment of site for economic purposes acceptable.

3.19 As well as the principal of development, construction techniques have improved which will ensure the preservation of the TPO trees to the rear of the site.

3.20 In addition to the above, in 1997 an application was submitted and approved for the *'erection of 1.5m high screen fence to back of footway'* (Application Reference: 97/106/CU).

3.21 Also located within the site is an existing residential dwelling (Use Class C3). The unit is currently occupied and will be demolished as part of the application.

3.22 Despite the planning history of the site, demonstrating commercial interest for a number of years, the site has failed to realise any development opportunity. As a result, the site has continued to remain vacant, detracting from the street scene and causing issues locally such as attracting travellers. The proposals offer an investment opportunity for the site, to regenerate brownfield land and provide a use for the site that will have spin off benefits for the centre and local community. The NPPF encourages sustainable economic development. These proposals offer a realistic opportunity to provide investment on the site and promote the regeneration benefits of development of this brownfield site.

4.0 BACKGROUND TO ALDI STORES

4.1 Aldi's philosophy is to provide high quality products within a pleasant shopping environment, whilst ensuring that they are offered to customers at heavily discounted prices.

4.2 As a company, Aldi are conscious of demonstrating that they do not conform to stereotypical perceptions arising from prejudices created from the initial image of discount food operators when they first entered the market nearly 25 years ago. Discounted prices are achieved through considerable bulk buying power, 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.

4.3 Aldi has been successful in raising the profile of the company and have won a number of awards including most recently, Aldi have been awarded the highly prestigious Grocer Gold Award 'Grocer of the Year 2013'. They were also awarded 16 Gold and 10 Silver at the Grocer Own Label awards 2013.

4.4 In respect of potential competition and serving a specific need, Aldi stores differ from larger foodstore formats in a number of respects. When the composition of product lines is considered, for instance, Aldi only sell an extremely limited range of meat lines and do not compete with local butchers. Stores do not stock loose vegetables and fruit and only sell limited lines compared to an average green grocer which may stock some 80-100 lines. Aldi mainly stock own label grocery products together with a small range of own label confectionary. Less than 10% of their products are branded goods, which are only sold, when in Aldi's opinion, the product offer cannot be 'bettered'.

4.5 Aldi do not sell cigarettes, national newspapers or magazines and stock only a limited small range of branded wine and spirits as well as a limited range of breadlines and a small number of boxed cakes. Further, the Aldi

format does not include specialist meat, fish, delicatessen, chemist or bakery counters, which are commonplace with larger supermarket chains.

4.6 The resulting arrangement is that, unlike larger supermarkets, an Aldi foodstore does not offer a 'one stop shop'. As such, rather than compete with local shops and services, Aldi complement local traders as, for example, customers who wish to purchase newspapers, branded products, specialist meat etc. will have to visit other outlets that sell such products, such as butchers, greengrocers, small convenience stores etc. to complete a shopping trip.

4.7 Comparison goods are limited and vary on a weekly basis and therefore do not offer constant competition to any individual comparison goods retailers within Cudworth District Centre.

4.8 The car park will be unrestricted and located at the front of the site in order to be well connected with the centre and encourage shoppers to undertake linked trips with the centre. This is explored in more detail below.

4.9 In terms of the shopping market, it is our experience and that of Aldi Stores Ltd, that the overall extent of the principal catchment served by discount foodstores can be relatively small, particularly when compared to that of larger foodstore operators.

Aldi Efficiency and Store Layout

4.10 The rationale behind the site's layout is explained further below and in the accompanying Design and Access Statement (The Harris Partnership) and below.

4.11 Aldi pride themselves on their ability to operate efficient stores to drive costs down, these savings are then passed onto the customer, thus

granting them the label of 'discount foodstores'. The stores operate on small profit margins; any changes to procedures can have a knock on effect on the viability of the store. Customers save, on average 40% off a weekly shop when shopping at Aldi. In the current economic climate, this has been welcomed, particularly in deprived areas where people suffer from social exclusion issues.

4.12 The layout of an Aldi store is eminently practical. Its design reflects the Company philosophy of offering unrivalled value for money through cost effective management. There is no unnecessary expenditure on elaborate shop fittings, with the resultant savings being reflected in low prices. Merchandise is sensibly displayed in specially designed cases to eliminate stocking time and allow easy and efficient re-stocking. Aldi make enormous efficiency gains in this area and pass the savings directly to the customer.

4.13 The internal layout and operation of an Aldi store 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. It is also designed to be accessible by all including disabled and elderly persons. 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; and,
- Store opening hours of 8am – 10pm and Sunday opening times to enable general flexibility in choice of shopping.

4.14 The design and layout of new Aldi stores complies with the requirements of the Disability Discrimination Act.

4.15 Stores operate on one HGV delivery a day, which also removes all recyclable waste from the store. Goods are delivered directly into the warehouse via an enclosed loading dock.

4.16 The building itself has been positioned within the site to provide the car park at the front and to the side of the store. No onerous restrictions will be imposed on the car park to allow sufficient time for linked trips for those also wishing to visit other retailers in the area.

5.0 APPLICATION PROPOSAL

Background to the Development Proposals

5.1 Before setting out the application proposals in detail it is important to consider the history of the site and the context to it being identified as a development opportunity.

5.2 Given the application site's excellent location and its current underutilisation, it clearly represents an ideal development opportunity. The potential of the site was originally recognised by the owners of the site who initiated discussions with Officers in respect of its redevelopment for retail purposes. These discussions took place between the years 2000 and 2003 during which, we understand the Council, in principle, expressed support for the introduction of a further food store to serve Cudworth located on this site.

5.3 The site is clearly, in both commercial and planning terms, viewed as the most appropriate location for an additional, food store development to serve Cudworth.

5.4 The following section describes in detail the various components of the development proposals.

Quantum and Nature of the Development Proposal

5.5 The application proposes the construction of a 'discount food store' (Use Class A1). The unit will be occupied by Aldi Stores Limited.

5.6 In terms of format, the proposal will have a gross floorspace of 1,408sqm, and net trading area of 990sqm. The trading floorspace within every Aldi store is at around 1,000sqm. This is to enable the range of identical products sold within each Aldi store to be arranged and displayed on a

consistent basis.

5.7 The core retail offer within an Aldi store is to provide for a family or an individuals weekly of 'bulk' food shopping trip. Of this some 80% of the proposed food store will consist of convenience goods with the remaining 20% used for the sale of a varied range of non-food products. The vast majority of products are Aldi branded and through economies-of-scale these goods can be sold at heavily discounted prices without impacting on quality.

5.8 Aldi's key focus is on the products that typically make up a 'bulk' food shopping trip. As noted in Section 4 above, Aldi so not sell 'ancillary' lines that are normally found in a mainstream supermarket. This is important when considering the trading effects of an Aldi food store; as clearly in Aldi's case the potential for cross-over with the offer of independent high street retailers is far less than the 'mainstream' food retailers that stock a larger spectrum of goods.

5.9 At present, Cudworth District Centre comprises a mixture of independent specialist convenience traders, alongside two small format supermarkets- 'Fulton Foods' and 'Co-op'. The scale and nature of these stores are designed to meet the day-to-day top-up shopping needs of local residents. It is therefore considered that the proposed Aldi food store, given its unique trading format will complement and enhance existing retailers within the Cudworth.

Site Layout, Design and Residential Amenity

5.10 The layout of the food store and its surroundings, have been carefully informed by the physical characteristics of the site, and surrounding land uses. A site layout plan (Drawing Reference:0738-100) has been submitted in support of the application. It is proposed that the building will occupy the north-western part of the site, with car parking to the east and south of the site.

5.11 Following pre-application discussions and an on-site meeting with planning officers, the northern boundary of the site has been re-designed to comply with the Councils design guidance within their Supplementary Planning Document 'Residential Amenity and the Siting of Buildings (2012)'. This document supplements Core Strategy Policy CSP29 which seeks to ensure high quality development.

5.12 The SPD in particular looks at the proximity of non residential buildings to existing residential properties. New developments must not cause undue loss of amenity to existing residents, in this respect outlook, amenity, privacy and daylight/ sunlight are considered.

Outlook

5.13 The existing residential properties that face onto the northern boundary of the site are single storey in height. The properties are bounded by a 2m high close boarded fence and a row of trees subject to a Tree Preservation Order. The outlook from these properties as existing being single storey, is of a close boarded fence and trees. This outlook will not change following the development of the Aldi store.

Amenity

5.14 The building has been pulled as far away as physically possible from the boundary with the neighbouring properties. There are no windows along this elevation – the main focus of activity will be facing the other way – the store acts as a buffer between the activity within the site and neighbouring properties.

5.15 In terms of the service yard, the loading dock dips down into the site to enable the HGV to dock directly onto the warehouse and incorporates a noise reduction canopy. This minimise noise and disturbance as all loading/unloading activity is internal. The noise report undertaken in

support of the planning application confirms that there were not be any unacceptable impact on residential amenity. Aldi would be happy to propose a condition to restrict deliveries to between 7am and 10pm.

5.16 Where the car park abuts residential properties, these spaces will be marked 'staff only' to ensure manoeuvres are kept to a minimum. This is not an issue in the north-eastern sector of the car park, as the blank gable ends of the properties in Willow Close face the site.

Privacy

5.17 As mentioned above, there will be no overlooking or windows onto adjacent residential properties.

Overshadowing

5.18 A considerable amount of work has been undertake to ensure that sunlight/ daylight is not affected. The Councils guidance states that 'suitable daylight to a dwelling is achieved where an unobstructed vertical angle of 25 degrees can be drawn from the centre point of the lowest window'. The Design and Access Statement demonstrates that this can be achieved and therefore the proposals comply with the policy guidance.

5.19 These heights and distances ensure that the amenity of adjacent occupiers is preserved. It should be noted that the site is within a town centre location where some flexibility will need to be applied.

Materials

5.20 In terms of materials, the proposed Aldi store promotes a clean contemporary approach; utilising extensive glazing to the front elevation of the store. Following discussion with the Council design officer, the main elevations incorporate a buff brick frontage to complement the local

context. The shop entrance will be located on the eastern elevation of the building, facing into the designated car park. The use of glazing to the stores fascias will offer views into the food store sales area for passers along Barnsley Road, adding interest to the current street scene. The use of glazing will also provide an expansive customer entrance and allow natural light to permeate throughout the store.

5.21 With regards to scale and massing, the proposal will be broadly commensurate with the heights of surrounding and commercial uses.

Access and Parking

5.22 Vehicular access to the site will be from a new access point onto Barnsley Road and is designed to facilitate movement within the site and onto the existing highway network. Once in the car park, customers will be able to access the store car park via an internal road system.

5.23 A total of 77 car parking spaces will be provided for the food store adjacent to the store. This will include 5 disabled spaces, 7 parent / toddler spaces and 4 staff parking spaces.

5.24 The site layout also seeks to maximise existing pedestrian and cycle linkages, and to ensure the car park area is easily navigable on foot. The application proposes two pedestrian crossings within the site to facilitate customer movement between the store, car parking areas and Cudworth District Centre. Located at the shop entrance will be a number of cycle stands to encourage other modes of transport into the site.

5.25 The use of signage and environmental/ public realm improvements will act as dominant features which will complement the existing streetscene and direct customers into the site and wider district centre.

5.26 Further details on design and layout will be provided within the

accompanying Design and Access statement produced by the Harris Partnership.

Employment

5.27 The proposed store will create up to 30 local full and part time jobs. Aldi are willing to enter into a Local Labour Agreement to this effect. It is also anticipated that up to 200 job opportunities will be created at the construction phase.

6.0 PLANNING POLICY REVIEW

6.1 This section addresses the planning policy background in respect of the application proposals. The National Planning Policy Framework (NPPF) is the principle national guidance in respect of sustainable development.

6.2 The site lies within Cudworth District Centre, and therefore occupies an 'in centre' location which is fully compliant with planning policy objectives.

6.3 A full planning policy review relating to the site is contained at **Appendix 5** of this document. The principal policy issues as outlined in national and local guidance are outlined below.

National Planning Policy Framework (NPPF) (2012)

6.4 The National Planning Policy Framework (NPPF) was published by the DCLG on the 27th of March 2012. The framework confirms the government's sustainable growth agenda as set out in the Greg Clark statements, and makes clear to local authorities that applications that support sustainable economic growth should be positively supported.

6.5 In terms of retail development, the NPPF seeks direct main town centre uses to existing centres, and advises local planning authorities to pursue policies to support their viability and vitality. A key objection of the NPPF is to promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres.

6.6 The NPPF also sets a list of criteria that an application must address. The following are considered relevant to the determination of this application:

- Section 1: 'Building a Strong, Competitive Economy'
- Section 2: 'Ensuring the Vitality of Town Centres'
- Section 4: 'Promoting Sustainable Transport'

- Section 7: 'Requiring Good Design'
- Section 10: 'Meeting the Challenge of Climate Change, flooding and Coastal Change'
- Section 11: 'Conserving and Enhancing the Natural Environment'

6.7 Paragraph 23-27 of the NPPF set out the criteria for assessing retail planning applications.

6.8 Paragraph 24 requires the application of the sequential test for main town centre uses not within a centre. In this case, the site is in a sequentially preferable location and is entirely compliant with National and Local planning policy.

6.9 As the proposals are entirely in accordance with the development plan, there is no requirement for detailed retail impact analysis, although the positive benefits of the introduction of a discount food store are explored in detail below.

Development Plan and Localism Bill

6.10 The new localism bill received Royal Assent on the 15 of November 2011 - paving the way for the third set of fundamental reforms to the planning system in a decade. The localism act authorises the revocation of the Regional Spatial Strategies in their entirety (subject to environmental considerations). The Regional Spatial Strategy for Yorkshire and Humber was revoked in January 2013. As a result the document is no longer a material consideration in the determination of planning applications.

<u>Barnsley Unitary Development Plan (2000)</u>

6.11 The current development plan for Barnsley is the UDP adopted in 2000. A number of the UDP policies have been saved whilst the Local Development Framework is prepared.

6.12 The Barnsley Unitary Development Plan is spilt into 2 parts. Firstly 'Volume 1' contains policies which apply borough-wide. Secondly 'Volume 2-13 Community Areas' contains more community specific policies; 'Volume 7' specifically applies to the North East Towns Community Area which Cudworth lies within.

6.13 The site is allocated as a Principal Shopping/ Commercial Centre (Policy NE16) within Cudworth District Centre.

6.14 The application is considered to conform entirely with the following policies of the UDP:

- Policy S1 'Shopping/ Commercial Centres'
- Policy S2 'Shopping/ Commercial Centres'
- Policy BE5 'Improving Existing Areas of Poorer Quality Built Environment'
- Policy NE16 'Principal Shopping/ Commercial Centres'

<u>Barnsley Core Strategy (September 2011)</u>

6.15 Adopted in September 2011, the Barnsley Core Strategy provides a spatial strategy for the future development of Barnsley up to the year 2026. The Core Strategy identifies Cudworth as a 'Principal Town'. Policy CSP 31 seeks to direct future growth and shopping facilities, and their roles as accessible and vibrant places to live should be enhanced.

6.16 The proposals are considered to conform entirely with the Core Strategy, in particular the following policies:

- Policy CSP 1 'Climate Change';
- Policy CSP 2 'Sustainable Construction';
- Policy CSP 3 'Sustainable Drainage Systems (SUDS)';
- Policy CSP 5 'Including Renewable Energy in Developments';
- Policy CSP 7 'City Regions';

- Policy CSP 8 'The Location of Growth';
- Policy CSP 25 'New Development and Sustainable Travel';
- Policy CSP 26 'New Development and Highway Improvement';
- Policy CSP 27 'Parking Strategy';
- Policy CSP 29 'Design';
- Policy CSP 31 'Town Centres'; and
- Policy CSP 40 'Pollution Control and Protection'.

Evidence Base

Smaller Centre Study Report (2010)

6.17 The 'Smaller Centre Study Report' assesses the health of Cudworth District Centre in terms of vitality and viability. A health check indicates that at the time of survey, vacant units represent 11% of units within the centre which is in line with the national average. A health check was undertaken in April 2013 by Planning Potential (**Appendix 4)** which identified a 10% vacancy level and a healthy range of units.

6.18 Vacancies are a key element to any centre as they allow the opportunity for new competition to enter the market thus ensuring vitality and viability,

6.19 Within this study the application site is identified as a 'Development Opportunity' site and revised district centre boundaries are proposed which extend the centre to take in the Cudworth Centre and offices along Syndale Road.

Emerging Local Development Framework Documents

Development Sites and Places (forthcoming)

6.20 This document is currently being produced by Barnsley MBC and will

replace saved policies of the UDP. Consultation of the Draft Development Sites and Places DPD and Proposal Map was held between the 23rd July 2012 and 28th September 2012. Publication consultation on the document is expected in Autumn 2013. As this document is yet to be adopted, it will not be a material consideration in the determination of this application.

7.0 ASSESSMENT OF RETAIL PLANNING MATTERS

7.1 The site is located within the heart of the settlement within Cudworth district centre, and benefits from good links to public transport and the surrounding retail units along Barnsley Road. As a result, the development proposal represents an excellent opportunity to strengthen the existing retail provision of Cudworth District Centre through regeneration and investment.

7.2 Based on the population and expenditure figures, we estimate that there is approximately £14.4m of convenience goods expenditure available in Cudworth alone. The Aldi will have a turnover of approximately £6m leaving sufficient expenditure to support other facilities.

7.3 As discussed above in the planning policy section, the proposals conform entirely with planning policy in terms of the use of the site. The site is within a sustainable town centre location where retail proposals are welcomed. The need for regeneration of this redundant brownfield site is also a major factor in supporting these proposals.

Trade Retention /Positive Redistribution of Trade

7.4 The scale of the proposals need to be so that the store can compete effectively with other main food shopping provision in the area. It can be seen from the Councils Retail Study that the majority of main food shopping trips from within this area are undertaken at the ASDA on Old Mill Lane. This store are out of centre it is therefore considered that existing shopping patterns are unsustainable. The proposals will therefore represent the positive redistribution of trade back to a town centre in accordance with National and Local Government Policy.

The introduction of a discount food store within Cudworth will retain trade within the local area, preventing the need to travel and having the wider

economic benefits of increasing footfall, bringing investment and spin off expenditure to the town.

Linked Shopping Trips

7.5 Given the nature and offer of 'Aldi' it is considered that the store will complement existing traders. It is intended that the proposed supermarket will not adversely impact on the existing performance of the district centre, but will enhance the existing offer and lead to more sustainable shopping patterns and associated linked trips and spin-off benefits for existing businesses. This is demonstrated through the case studies below.

7.6 The ability of the proposed supermarket to lead to a greater retention of linked trips as well as main food shopping expenditure should not be underestimated. This is also aided by the accessible nature of the application site within the district centre. Indeed the proposed location of the food store will ensure shoppers who use the proposed car park will be able to walk into the district centre to undertake a linked trip.

7.7 This spin-off benefit and greater footfall of the proposals is one which will greatly assist in benefiting the overall future vitality and viability of Cudworth district centre, and offset any potential adverse impacts in terms of trade diversion on individual retailers.

Case Studies

7.8 Case studies are attached to **Appendix 6** of this statement which demonstrate the merits of an Aldi store in supporting town centres. Surveys have been undertaken at the Aldi Dinnington and Aldi Killamarsh stores to establish the likelihood of 'linked trips'. The case studies were selected due to similar demographics and position in the town. The findings of the Dinnington survey established that 52% of customers were

identified as undertaking linked trips, with an average spend of £18 per head. Out of all visitors to the store, if 52% of customers spend £18 in local stores, this will generate an expenditure figure of £2m over the course of the year for the centre. Out of the 23% who visit the centre 'occasionally' assuming that this is once a month, the additional linked trip expenditure figure would be £245,235. This represents a total of £2.4m of additional expenditure for the centre.

7.9 The Killamarsh survey established that 64% of customers would visit the centre that day. All of the people who said they would visiting the centre were intending to visit another convenience store, either the Co-op or Fultons Foods. This demonstrates the likelihood of linked trips between the Aldi and other convenience provision within Cudworth.

7.10 Planning Potential also interviewed the traders in Killamarsh, to gauge attitudes to the new store. All the traders interviewed were positive and noted a large increase in footfall. Of particular note, Fultons had already noted an increase in trade and the local greengrocer noted that he had noticed an increase in trade following the opening of Fultons and was feeling positive that Aldi would do the same. As such we consider that the store will benefit, given its location and complementary business model. It is also important to note that comparison traders were also positive.

7.11 In conclusion, there are clear economic benefits in retail planning terms; there is an opportunity to retain trade within the centre to create more sustainable shopping patterns. The centre as a whole will benefit from spin-off trade through increased footfall and linked trips that are highly likely to occur as a result of the proposal. The environmental improvements that will be associated with the development will also uplift the centre as a whole and make Cudworth a more attractive place to shop and live.

8.0 OTHER MATERIAL PLANNING BENEFITS

Accessibility

8.1 A key objective of the NPPF and local policy is to support development which is accessible, and leads to the reduction in car journey lengths. Indeed paragraph 34 of the NPPF states that *'decisions should ensure developments that generate significant movements are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised'*.

8.2 It is considered that the application site is a highly accessible location by a choice of means of transport. Situated within Cudworth district centre along Barnsley Road - the site is considered accessible to a large portion of residents. Indeed the Council's Barnsley Town Centre Retail Capacity Update (March 2011) identifies that 33% of the population of Cudworth live within 0-5minutes of Cudworth District Centre and 36% live within 6-10minutes.

8.3 Located along Barnsley Road are a number of bus stops, the nearest is located 50 metres north east of the site. These bus routes (30, 37, 29, 27, 34, 38, 28, and 48) provide a frequent connection to Barnsley City Centre to the south-west of the site.

8.4 The site is also accessible via walking, with established pedestrian linkages connecting the site to Cudworth district centre and the surrounding residential areas. Indeed, existing pedestrian footways are wide, well lit and facilitate pedestrian movement to the site and along Barnsley Road. The use of signage will also direct customers into and site and wider district centre.

8.5 Customer car parking would be provided for 77 vehicles, including 5 spaces for disabled shoppers and 6 spaces for parents with small children. Located at the store entrance will be 5 cycle hoops and 2 motorcycle bays,

in order to encourage alternative means of transport for local residents.

8.6 The Transport Statement demonstrates that the proposed development will not significantly impact upon the highway network. The site is situated within a sustainable location close to public transport routes and is widely accessible by a range of modes of transport, therefore travel by sustainable means is a genuine possibility for both staff and customers. The proposed development complements policy objectives by promoting sustainable transport choices and reducing the need to travel by private car. The development fully complies with the requirements of Section 4 of the NPPF, and Policies CSP 25 and CSP 26 of the Core Strategy which seeks to ensure developments are accessible and will not result in any adverse impact upon the surrounding highway network.

8.7 Further clarification will be provided in the Transport Statement prepared by Transport Potential, which will demonstrate the accessibility of the site in the context of the surrounding area.

Urban Design

8.8 Planning policy at both national and local level stresses the importance of high quality design that all planning applications for economic development should be assessed against. This includes whether the proposal secures a high quality and inclusive design which takes the opportunities available for improving the character and quality of the area and the way it functions. The development has been carefully designed and it is considered that it is fully in accordance with that advice as well as Section 7 of the NPPF, and Policy BE5 of the UDP, and Policy CSP 29 of the Core Strategy for the reasons summarised below but discussed in more depth within the accompanying Design and Access Statement which provides details of the scheme.

Trees

8.9 A Tree Survey has been undertaken and submitted as part of the planning application. There are no trees of any significance on the site. A full landscaping scheme will be submitted with the planning application that proposes enhanced boundary treatment.

Amenity

Noise

8.10 Paragraph 123 of the NPPF seeks to ensure that developments do not conflict with or have any adverse impact upon neighbouring noise sensitive land uses. A Noise Assessment has been undertaken to accompany this application. This assesses the impact from potential noise levels resulting from car park and service yard activity. It concludes that the development would not cause harm to local amenity. As such the development proposal is compliant with Local Planning Policy CSP40 of the Core Strategy.

8.11 In terms of site layout and relationship with neighbours, this has been addressed with officers and outlined above.

Sustainability

8.12 Another key objective of the NPPF is to support the transition to a low carbon future. As a result, the proposal seeks to reuse and convert an existing building for retail purposes, along with a number of energy and sustainability aspects. The energy statement provides details of the scheme's energy requirements, based upon energy efficiency and a low carbon and renewables assessment, to identify the most viable option.

8.13 The Core Strategy policy requirement, that is that 15% of the energy to

be used by the proposed development comes from renewable and low carbon sources. A 24.2% reduction in energy uses can be achieved though the latest technologies. Utilising the Arctic Circle Free Heat System (an air source heat pump which uses variable refrigerant volume air source heat pump technology with heat reclaim) and other energy/ carbon saving technologies such as LED car park lighting that Aldi can yield the 15% carbon reduction.

8.14 In addition, the proposal will also reduce the need for local residents to travel outside of the PCA to undertake their main food shopping needs with a discount food trader – this trend has increased given the current economic climate. It is considered that this in turn will reduce carbon emissions. As such staff and customers will be encouraged to use sustainable modes of travel to the store as set out in the Draft Travel Plan (which forms part of the Transport Assessment). The development will provide customer cycle spaces adjacent to each store entrance.

8.15 It is also important to note, as detailed in earlier sections, Aldi pride themselves on offering genuine quality products at heavily discounted prices. Crucial to this objective is the efficient running of operations in order to avoid having to transfer unnecessary costs on to customers. Such efficiencies also have added advantages in making the day-to-day running of stores more environmentally sustainable. In addition, Aldi further endeavour to generally operate in a sustainable manner as a commitment to achieving a 'greener' company. Examples include:

- At the distribution depot, goods are prepared, packaged and palleted ready for delivery straight to the shop floor of the store. In addition to reducing the amount of packaging necessary for transportation, this also minimises the amount of vehicular movements required for deliveries as a store will only ever require, at most, two deliveries per day. This excludes bread and milk deliveries, although;

- Bread and milk is sourced locally, meaning that road time is further reduced as vehicles do not have to travel as far to dispatch deliveries of these products.
- Strict controls over packaging to minimise waste. Only returnable and reusable crates and pallets are used. The aim is to ensure that any waste that is generated is limited to cardboard and plastics, which are then recycled.
- Any organic waste from spoilage is stored in paladins and removed regularly for safe and sustainable disposal, such as compost and animal feed.
- Whilst sufficient lighting is fitted to allow for the safe and convenient use of, for example, car parks, this will be kept to a minimum to avoid light pollution and unnecessary use of energy. Lights are turned off outside of store opening hours.
- Aldi stores are not fitted with air conditioning systems, which consume excessive amounts of energy. Instead, stores are designed so as to be 'self-sufficient'. External doors are not left open. Efficient building techniques, to incorporate good insulation and natural circulation, enable temperatures to remain stable in both winter and summer.
- Carrier bags, which are made of recyclable materials are available for customers, although usage is discouraged as these come at a small price. Customers are instead encouraged to re-use carrier bags and boxes.
- Stringent management regimes of the external areas ensures that litter is kept to a minimum, whilst coin operated trolleys minimise the potential for these to be taken off site and discarded.

8.16 Further details regarding the sustainability proposals are outlined in the accompanying Design & Access Statement. It is considered that the proposed development complies fully with the sustainability requirements set out in national, regional and local planning policy.

8.17 Overall, the proposed development fully complies with Section 10 of the

NPPF, and Policies CSP 1, CSP 2, and CSP 5 of the Core Strategy.

Social Inclusion

8.18 In the context of existing unsustainable shopping patterns, the proposal has the opportunity to significantly benefit those who are currently experiencing a form of social exclusion through their lack of access to modern main food shopping facilities. The statistics at **Appendix 1** confirm this point.

8.19 It is also important to note, given the current economic climate where people are price conscious the nearest discount food store is located at Aldi Doncaster Road, Barnsley located 2.58 miles south west of the application site.

8.20 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.
- Level store access, wide aisles and easily accessibly checkouts further add to this. In instances where underground parking is proposed, lifts and stairwells give direct access to the shop floor.
- In addition to being an economic benefit, Aldi also actively pursue an equal opportunities and local policy for staff recruitment.
- As detailed earlier, the Aldi concept is one that offers genuinely quality products at heavily discounted prices. In areas suffering from high levels of deprivation, particularly in respect of income, social exclusion is directly addressed.

Economic Growth and Local Employment

8.21 Cudworth suffered severe decline in traditional sources of employment during the 1980's, a process which accelerated in the 90's with the almost complete cessation of coal mining and associated activity. The inadequacy of the existing infrastructure and the generally poor image of the area were identified in the UDP as having presented difficulties in attracting new employment opportunities. The Core Strategy identifies Cudworth as an area of growth and aims to enable Cudworth to fulfil its important role as a Principal Town.

8.22 A further positive impact of the application proposals is the significant investment into the local economy and the resultant boost to local job opportunities.

8.23 Therefore the redevelopment of the site will enable the employment of approximately 30 people, in addition to the high quality design and physical enhancements.

8.24 It is important to note that Aldi have a policy of recruiting locally as this benefits how the store operates and integrates Aldi into the community. Aldi staff are paid higher than industry standard and receive a full training programme, with store staff trained to carry out any role within the store.

8.25 It is apparent that, in addition to the strong policy and retail justification for the proposals, there are many additional benefits of an Aldi store, such as providing an essential facility to its surrounding community. Indeed, there is a lack of provision in the area for existing residents, and the proposal by Aldi will enable the centre to be formally recognised.

8.26 The proposals will significantly improve and enhance the contribution of the site to the character of the surrounding area and, furthermore, will be

carried out in such a manner so as to deliver significant environmental, social and economic benefits.

8.27 Overall, the proposed development fully complies with UDP Policy BE5 and Policies CSP 5, CSP 7, and CSP 8 of the Core Strategy.

9.0 CONCLUSION

9.1 This Planning and Retail Statement has been prepared on behalf of Aldi Stores Limited in support of a planning application for the demolition of an existing residential dwelling and construction of a Class A1 'discount' food store, together with car parking, landscaping and associated works at land north of Barnsley Road, Cudworth.

9.2 Aldi Stores Limited have given considerable thought to the proposals to ensure that the development will relate to, and complement the area, whilst being sensitive to the neighbouring residential properties. In this context, extensive pre-application discussions have taken place with Barnsley Metropolitan Council's Planning and Policy Officers.

9.3 **Section 2** described the suitability of the proposal in terms of the sites location within Cudworth district centre, and its connections to the surrounding land uses. Given the application site's excellent location and its current underutilisation, it clearly represents an ideal development opportunity.

9.4 **Section 3** explored the planning history of the site and long terms efforts for regeneration. The proposals subject to this planning application represent a realistic opportunity for regeneration of the site, without which, the site will continue to decline.

9.5 **Section 4 and 5** discussed the background to Aldi and the development proposals. The format of an Aldi store has been designed to offer competitive and discount prices to local residents through its footprint and design layout. This section also addressed the layout and design of the site in respect of residential amenity.

9.6 **Section 6** considered the key relevant retail planning policy and the key tests identified within the NPPF and local planning policy in the form of the

UDP and Core Strategy. It is considered that the principal of development is entirely supported by National and Local Policy guidance.

9.7 **Section 7** explored the merit of the application in retail planning terms. The proposals clearly represent the opportunity to promote sustainable shopping patterns that will in turn promote economic benefits for the centre.

9.8 **Section 8** identified a number of other material benefits of the proposed scheme. It is important to note that the NPPF states that where no significant adverse impacts have been identified planning applications should be determined by taking account of the positive and negative impacts, as well as any other material considerations. Overall, there are a number of material benefits such as investment, local jobs, environmental improvements and the regeneration of a brownfield site.

9.9 As demonstrated in both this and other supporting statements, the proposals are justified against the NPPF, and, local policy objectives and aspirations and it is therefore, respectfully requested that permission is granted to facilitate the beneficial regeneration of a brownfield site within Cudworth district centre.