

RETAIL AND ECONOMIC STATEMENT

Hybrid Application for the Erection of Food store (in Full), with Car Parking,
Landscaping and Associate Works and Construction of Residential
Development (Outline), Access Unreserved

At

Land South of High Street, Royston, Barnsley

ON BEHALF OF

Joint Applicants 'Quora Ltd' and
'Aldi Stores Ltd'

QUORA

excellence in property development



March 2014

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1.0 INTRODUCTION

- 1.1 This Retail Statement has been prepared on behalf of joint applicants 'Quora Ltd' and 'Aldi Stores Limited' in support of a hybrid application for the erection of foodstore (in full), with car parking, landscaping and associate works, alongside the construction of residential development (outline), with access unreserved at Land South of High Street, Royston. A site location plan is attached in **Appendix 1**.
- 1.2 The site is located within the built fabric of Royston; a principle town within Barnsley Council's settlement hierarchy, where growth and investment are directed to. The site comprises a cleared development site, located approximately 170m to the west of Royston's defined district centre. The site therefore occupies an edge-of-centre location in retail planning terms, and a prominent location along High Street. At present the site is under-utilised in terms of built development when viewed from High Street, and also suffers from a generally poor quality environment with much of the land overgrown and in need of investment.
- 1.3 This application seeks planning permission for a discount food store that will be operated by Aldi Stores Limited. The application is submitted in full and comprises a food store with a gross external area of 1,590sqm, and net sales area of 1,000sqm. The store is designed to serve the local catchment of Royston, thus introducing choice and competition within the market place, whilst 'clawing back' trade lost to competing stores outside of the settlement. At present, existing stores within Royston seek to meet the day-to-day top-up shopping needs of local residents. This is reflected in its low trade retention rates, as identified by Barnsley Metropolitan Council's retail studies. Overall, it is considered that the provision of an Aldi food store will complement existing retailers and facilitate 'linked trips'; given the nature of offer of a discount food store. On this point, following the ASDA acquisition of Netto; the nearest discount food store is located 3.53miles away at Aldi, Claycliffe Road, Barugh Green.

- 1.4 The proposals represent a realistic development opportunity. The application is submitted by a named retailer who has control of the site and will realise the investment and provide a much needed local facility.
- 1.5 Outline Planning permission is also sought for residential development along the southern boundary of the Aldi store. Details on the proposed housing scheme are discussed in detail in the supporting Planning Statement submitted in support of this application. This document focuses on the retail matters of the application.
- 1.6 In terms of addressing other key planning policy considerations, we have demonstrated that the site would not have an adverse impact on highways, ecology, trees, flood risk, residential amenity and ground conditions.
- 1.7 With regards to delivering economic growth and regeneration, the NPPF has not only retained the definition of economic growth within PPS4; but has taken this a step further by stipulating at the heart of the new NPPF is the presumption of sustainable economic development. There can be no doubt that securing economic growth is a still a major priority for Central Government and therefore development that secures this must be determined in the presumption of favourability.
- 1.8 The development proposal will deliver a wide range of economic, social and environmental through the substantial improvement to the physical urban environment, economic regeneration, and approximately 40 new job opportunities from the Aldi store alone, alongside jobs that would be created from the construction of the food store and residential element. As such, the development proposal can be fully regarded as delivering sustainable economic growth.
- 1.9 In light of the above points and the evidence provided throughout this assessment, it is considered that the application should be approved

without delay.

- 1.10 **Section 2** considers the site's location, and planning history of the site.
- 1.11 **Section 3** considers the application proposals in detail.
- 1.12 **Section 4** considers the national and local planning policy context for the proposal and highlights the current agenda to support economic growth and the provision of accessible retail facilities.
- 1.13 **Section 5** provides a background on Aldi Stores Limited, and its layout and design philosophy.
- 1.14 **Section 6** considers the retail element of the proposals. This includes addressing sequential approach in line with paragraph 24 of the NPPF. This section also looks at the potential benefits and perceived impacts of the proposed foodstore against the criteria set out in Paragraph 26 of NPPF and local policies.
- 1.15 **Section 7** considers other material considerations in the determination of this planning application.
- 1.16 Finally, **Section 8** summarises and concludes the statement.

2.0 SITE DESCRIPTION AND PLANNING HISTORY

Royston

- 2.1 The application site is located within Royston; a suburban village within in the Metropolitan Borough of Barnsley, located approximately 4.9miles north east of Barnsley town centre.
- 2.2 Royston is identified as an area in need of regeneration and investment. On this point, national statistics (2011) for the Royston Ward highlights that 4.6% of the residents are unemployed compared to an average for England of 4.4%. Demographics are attached in **Appendix 2**.

The Application Site and Surrounding Area

- 2.3 The application site is located along High Street (B6428), a key arterial route from the west into Royston district centre which lies approximately 170 metres to the east of the application site. The site therefore occupies an edge-of-centre location in retail planning terms. The site's relationship to the existing retail centre of Royston and surrounding land uses, as described below is illustrated in **Appendix 3** 'Context Plan'.
- 2.4 The whole site is approximately 1.02ha (2.53acres) in size, and is regular in shape and is relatively flat, with a gentle slope from High Street. The site was once occupied by a factory and associated warehouses (Use Classes B2 and B8) which was cleared post 2009, and now comprises vacant scrubland, with mature trees and hedging which border the site.
- 2.5 At present the site is under-utilised in terms of built development when viewed from High Street, and also suffers from a generally poor quality environment with much of the land overgrown and in need of investment.
- 2.6 The site is bounded to the north by High Street (B6428), beyond which are a small working men's club (Alexandra); area of green space; and dense areas of residential development. Located to the west of the site is

a small NHS practice including a pharmacy, and cluster of residential dwellings. The dwellings provide a mixture of types, including new three storey townhouses, and small semi-detached dwellings. Located to the southwest of these land uses is a school, with play grounds and dense areas of residential development.

- 2.7 To the south of the site are dense areas of residential development in cul-de-sac formations. Located to the east of the site fronting High Street are a mixture of detached and semi-detached dwellings which extends towards Royston district centre. At the entrance to the centre is a small Co-op, with car park.
- 2.8 Vehicular access to the site is from High Street to the north. The route connects the site to the district centre and is subject to a 30mph speed limit.
- 2.9 In terms of public transport, there are a number of bus stops located along High Street. Bus numbers 57, 59 and 59A provide a regular service into Royston district centre and the surrounding settlements.
- 2.10 Pedestrian access to the site can be achieved from High Street. We note that existing footpaths are wide, well-lit, clean and overlooked by neighbouring residential properties- facilitating clear, safe and direct pedestrian linkages to Royston district centre and the wider residential areas which is a 3 minute walk (based on Google Maps).
- 2.11 It is important to note that the site does not lie within a Conservation Area, and no Listed Buildings or TPO trees will be affected by the development proposal.

Planning History

- 2.12 The planning history of the site relates to its previous commercial uses (factory and associated warehouses) which have now been demolished. The site now comprises vacant scrubland.

3.0 PROPOSED DEVELOPMENT

Retail Element

Quantum and Nature of the Proposals

- 3.1 The application proposes the construction of a 'discount food store' (Use Class A1). The unit will be occupied by Aldi Stores Limited.
- 3.2 In terms of format, the proposal will have a gross floorspace of 1,586sqm, and net sales area of 1,000 sqm. The breakdown of floorspace is provided in the table below:

Floorspace	Size (sqm)
Net Sales Area	1,000
Net Floorspace (including check outs, packing area entrance and exit lobbies)	1,140
Gross Internal Area	1,537
Gross External Area (including outdoor canopy)	1,590

- 3.3 The trading floorspace within every Aldi store is consistent 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.
- 3.4 The core retail offer within an Aldi store is to provide for a family or an individual's weekly '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.

- 3.5 Aldi's key focus is on the products that typically make up a 'bulk' food shopping trip. As noted in Section 5, Aldi do 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.
- 3.6 In addition to the above, Aldi stores do not provide in-store butchery, delicatessen or hot food-counters, and Aldi's food store format does not accommodate cash dispensers, 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 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 it is for 'mainstream' food retailers that stock a far wider spectrum of goods.
- 3.7 A health check (attached at **Appendix 4**) has been undertaken by Planning Potential which established that the centre is healthy and vibrant, with a range of convenience retailers, including an ASDA store at Midland Road (951sqm net) and a Co-op (615sqm net) at the Wells, supplemented by a 'Sainsbury's Local' (168 sqm net) and a Fulton Foods (158sqm net) towards the eastern end of the centre. The centre also comprises two independent local butchers, a bakery and a newsagent. Given Aldi's unique trading format outlined in Section 5; it is considered that the store will complement and enhance existing retailers within the centre, as Aldi's are not considered a 'one stop' shop for convenience goods.

Site Layout and Design

- 3.8 The layout and design of the building has been subject to detailed discussions with Barnsley Council as outlined in the accompanying 'Statement of Community Involvement' (SCI) and 'Design and Access

Statement'. Comments from the Council and local residents have been taken on board and will be discussed at further length in the Design and Access Statement.

- 3.9 In the case of the development proposal, the store has been positioned to the north eastern portion of the site facing towards High Street. Car parking will be provided on site, directly adjacent the stores entrance on the western elevation of the building. This will enable natural surveillance into the site.
- 3.10 The layout of the building needs to follow a traditional Aldi format store to enable the retailer to occupy the building. This has been recognised at appeal by the Inspector determining the Tewkesbury appeal in 2009 where he agreed that 'form follows function'. In this case the Council had considered that a smaller building would be more appropriate however, the Inspector stated that 'a significantly smaller food store would not foster commercially viable trading within the Aldi business format nor provide for healthy competition and consumer choice within the food retail sector'.
- 3.11 The use of glazing to the stores fascia will offer views into the food store's sale area for people passing along High Street, 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.

Amenity

- 3.12 The delivery yard will be located on the southern boundary of the site, immediately adjoining the stores footprint. The service yard will incorporate a loading bay (comprising self levelling dock), roller shutter access doors and a sheltered canopy system. The service yard is located to the south of the site to minimise impact on residential amenity. On this point, appropriate screening through the use of landscaping (trees and

hedging) and a retaining wall will minimise the impact of the service yard on the proposed residential dwellings to the south.

- 3.13 It is anticipated that the Aldi store will receive approximately 1 to 2 articulated lorry deliveries per day plus a single delivery from a local milk supplier. HGV deliveries are expected to typically take 30 minutes; and are a straightforward exercise, given that Aldi's stock is delivered on pallets which are simply rolled into the warehouse, utilising the automated dock levelling system. Furthermore, as part of Aldi's delivery procedure the responsibility for the unloading of a servicing vehicle rests with its driver, as such there is no potential for delay in the process as it is not necessary to wait for store staff to deal with the vehicle on its arrival (as is the case with many other mainstream convenience retailers). Aldi are willing to accept conditions to restrict deliveries to daytime hours only (defined as 7am to 11pm).
- 3.14 Lighting on the site will be carefully controlled to ensure no light spillage to neighbouring properties. Lights in the car park are turned off at night with low level lighting remaining in the store for security purposes.
- 3.15 With regards to scale and massing, the proposal will be broadly commensurate with the heights of surrounding residential properties.

Accessibility

- 3.16 Vehicular access to the foodstore site will be via a new access from High Street. This access point is designed to facilitate movement within the site, and onto the existing highway network. The access point will be shared within the proposed residential scheme to the south, but will utilise separate internal access points.
- 3.17 A total of 94 car parking spaces will be provided for the food store adjacent to the store. This will include 5 disabled spaces and 7 parent /

toddler spaces. Further to this 2 motorcycle spaces are proposed and 10 cycle hoops along to store frontage.

- 3.18 The site layout also seeks to maximise existing pedestrian linkages, to ensure the car park area is easily navigable on foot. Consequently, the application proposes a number of pedestrian crossing within the site which will facilitate customer movement between the store and adjoining car parking area, onto High Street to the north.

Landscaping

- 3.19 The site currently comprises a cleared development site which clearly detracts from the visually amenity of the area, and is a poor reflection of Royston and the wider area to those passing by.
- 3.20 As part of the application proposal, a number of landscape improvements are proposed, including substantial hard and soft landscaping across the site. In addition, low-level screen planting along the boundaries of the site will seek to soften the edge of the site from the highway and neighbouring properties. A cluster of specimen trees and shrubs are also proposed providing a feature landscape buffer, framing views into the site from the proposed residential properties to the north.
- 3.21 To ensure the site is integrated within the built fabric of Royston, the application seeks to include a proposed retaining wall which will feature along the boundaries of the site. This feature is consistent with the current street scene of High Street which includes a continuation of low stone walls.
- 3.22 It is also proposed that a landscaping strategy will be implemented within and surrounding the car parking area both to denote the parking layout and to break-up the visual impact of the hard-standing.

- 3.23 Further details on design and layout will be provided within the accompanying Design and Access statement produced by the Harris Partnership.

Employment

- 3.24 The proposal represents a significant investment opportunity for Royston, including the re-introduction of jobs on a former commercial site. Indeed, the proposed foodstore will create up to 40 full and part time jobs. It is also anticipated that up to 200+ job opportunities will be created at the construction phase for the Aldi store alone. On this note, Aldi are prepared to enter into a Local Labour Agreement or suitably worded conditions to ensure that this is implemented. Aldi have been able to offer positions to unemployed people looking to get back to work.

4.0 PLANNING POLICY REVIEW

- 4.1 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.
- 4.2 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)

- 4.3 The new National Planning Policy Framework (NPPF) was published by the DCLG on the 27th of March 2012, and replaces the existing planning framework - which consisted of Planning Policy Guidance and Statements (PPGs and PPS).
- 4.4 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 by LPA's. As such an application proposal must meet the following criteria as identified within the NPPF. This includes:
- 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

Barnsley Unitary Development Plan (2000)

- 4.5 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. The site is allocated under Policy RO41 as an existing employment area.

4.6 The following policies are considered relevant to the determination of this application:

- Policy ED7 'Existing Employment Areas
- Policy BE5 'Improving Existing Areas of Poorer Quality Built Environment'
- Policy H8a 'Residential Amenity'
- Policy ED4 'Economic Development and Residential Amenity'
- Policy RO11 'Royston Community Area'

Local Development Framework

Barnsley Core Strategy (September 2011)

4.7 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 Royston as a principle town in need of regeneration. The following policies are considered relevant:

- Policy CSP 1 'Climate Change'
- Policy CSP 2 'Sustainable Construction'
- Policy CSP 3 'Sustainable Drainage Systems (SUDS)'
- Policy CSP 4 'Flood Risk'
- Policy CSP 5 'Including Renewable Energy in Developments'
- Policy CSP 7 'City Regions'
- Policy CSP 8 'The Location of Growth'
- Policy CSP 19 'Protecting Existing Employment Land'
- Policy CSP 25 'New Development and Sustainable Travel'
- Policy CSP 26 'New Development and Highway Improvement'
- Policy CSP27 'Parking Strategies'
- Policy CSP28 'Reducing the Impact of Road Travel'
- Policy CSP 29 'Design'

- Policy CSP33 'Green Infrastructure'
- Policy CSP 39 'Contaminated and Unstable Land'
- Policy CSP 40 'Pollution Control and Protection'
- Policy CSP 42 'Infrastructure and Planning Obligations'

Draft Development Sites and Places DPD (2012): Now Local Plan

- 4.8 The above document was released for consultation between the 23rd July 2012 and 28th September 2012. Barnsley Council have confirmed that they are no longer progressing with this document, but instead promoting a Local Plan which will be an amalgamation of elements of the Core Strategy (2011) and information submitted in support of the Draft Development Sites and Places DPD. Consultation on the new Local Plan will take place summer 2014.
- 4.9 We note that the historic employment allocation for the site was not taken forward by the Council as part of this document, and comprised 'white land'.
- 4.10 Finally, we also note that the document identifies a list of policies. However, given that this document is no longer being progressed it holds no material weight and its policies have not been included on this basis.

Evidence Base

Retail Impact Analysis of Potential Superstore Developments in Barnsley (May 2011)

- 4.11 This study takes a number of superstore development scenarios and provides an analysis of their impacts on Barnsley Town Centre. It is designed to provide guidance to the Council in determining planning applications for superstores in edge or out of centre locations with regard to Barnsley Town Centre. The document provides information on market shares and trade draw analysis for existing commitments which will draw trade from the Royston zone.

Barnsley Town Centre Retail Capacity Update (March 2011)

- 4.12 This study provides an update on quantitative and qualitative capacity for additional retail development in Barnsley Town Centre (based on the 2007 household survey data). This study also provides expenditure figures for the 'Royston/North' zone until 2026. The study highlights that residents of Royston are predominately shopping at convenience stores within Barnsley. Notable convenience store destinations include ASDA, Old Moor Lane, Barnsley (£26.41 million from Zone 4) and Morrisons Barnsley (£9.63m from Zone 4) (at 2008). Consequently, both stores are significantly 'over-trading'. We note that the district centre of Royston retains a 6% market share within zone 4 which equates to a turnover of £4m.

Smaller Centre Study Addendum Report (May 2011)

- 4.13 This study updates the 'Smaller Centre Study Report' produced in 2010 following the production of Town Centre Retail Capacity Study (March 2011) and Retail Impact Analysis of Potential Superstore Developments in Barnsley Report (May 2011) for Barnsley MBC. This preceded the adoption of the Core Strategy of September 2011.
- 4.14 This Addendum Report states that PPS4 refers to the need to assess the impact of developments over 2,500 sqm gross floorspace that are not in line with the development plan and occupy either edge or out-of-centre site. This is consistent with the NPPF.

Smaller Centre Study Report (2010)

- 4.15 The Study provides the most recently published health checks of centres, including in centre surveys of visitors and population and expenditure figures.

- 4.16 Royston is a defined district centre within, with capacity to expand its existing town centre boundaries. A health check was undertaken as part of the study. Overall, the study found a higher than average representation of convenience stores particularly at Midland Road and therefore a lower than average comparison representation. Service uses represented 36% of total units, lower than the national average. There is a particular low leisure service representation within the area. The vacancy rate of 21% is considerably higher than the national average.
- 4.17 An in-centre study identified Royston as a popular convenience shopping destination (80%). We note that the former Netto (a discount trader) was a popular shopping destination retaining 38.7% of trade. This discount facility has now been removed, and rebranded under the ASDA banner. Whilst the study identifies negative capacity, this was based on a static market share.

Growing Barnsley's Economy (2012)

- 4.18 In 2012, Barnsley Council's Cabinet approved a document entitled 'Growing Barnsley's Economy (2012-2033) – An Economic Strategy for the Borough.' The document identifies a number of challenges to Barnsley in respect of job opportunities and raising the skill base of the district.
- 4.19 In light of the above, the Economic Strategy also recognises that housing plays a key role in both stimulating and supporting economic growth. The Council is acutely aware of the importance of changing the housing mix within the Borough, particularly in terms of delivering lower-density housing and increasing the breadth of housing supply.

Annual Monitoring Report

- 4.20 The Annual Monitoring Report (2009/2010) states that 3.8 hectares of employment land were developed in 2009/2010. This is below the council's policy aspirations for 350 hectares of employment land before 2026. This works out to be an average of 23.3 hectares of land a year. As

noted in Paragraph 40 above, the site has not been identified or progressed through the Council's LDF documents as an existing employment site.

5.0 BACKGROUND TO ALDI STORES AND SYNERGY WITH OTHER RETAILERS

Aldi

- 5.1 Aldi – an abbreviation of Albrecht Discount – is one of the world’s leading grocery retailers. Aldi are present in Europe, the USA and Australia and have around 4,700 stores world-wide. Aldi first entered the UK market in 1990 and currently have over 500 trading stores nationwide and around 100 in the Republic of Ireland.
- 5.2 The Company’s philosophy is simple - providing high quality products at discounted prices and within a pleasant shopping environment. Many people are often not familiar with the brand and, as a company, Aldi are conscious of demonstrating they do not conform to the stereotypical perceptions from prejudices arising from the initial image of discount food operators when they first entered the UK market nearly 25 years ago.
- 5.3 Aldi does not necessarily sell goods at the lowest possible prices, but rather retail the highest quality goods at the lowest possible prices. Discounted prices are generally achieved through bulk buying and economies of scale, specialisation in the number of lines offered and maximising efficiency within the operation of the stores.
- 5.4 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 and again in 2013, they were also awarded Grocer Gold Award ‘Grocer of the Year 2013 and 16 Gold and 10 Silver at the Grocer Own Label Awards 2013.

Aldi Trading Policy

- 5.5 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; the benefits of cheaper shopping are diminished if customers have to travel far.
- 5.6 Aldi Stores are modest scale supermarkets, providing a limited product range. The current total product range is approximately 1,200 lines, which is considerably limited in comparison to other grocery stores and supermarkets that carry anything between 2,500 and 40,000 product lines, with some of the larger formats carrying up to 60,000 lines. The result is Aldi do not stock numerous types of one product (e.g. pet food, bread ranges etc.), but rather one line of a given product range.
- 5.7 This limited selection of goods 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;
 - A limited everyday range of non-food household items.
- 5.8 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.
- 5.9 Aldi do not sell cigarettes, lottery tickets or magazines and stock only a small range of branded wines and spirits. There is a limited range of breadlines and a small number of boxed cakes. The Aldi format does not

include specialist butcher, fishmonger, bakery, delicatessen or chemist counters, which are commonplace in larger supermarket formats.

- 5.10 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 should they wish to visit a specialist service, such as a butcher. Further, stores have only a limited amount of non-food floorspace (20%), which is mainly used for changing weekly specials i.e. will not always be used for retailing one particular product throughout the year, but rather one-off special offers that vary from week to week and season to season. This is a further difference to larger supermarkets that can have anything between 30%-50% non-food floorspace, the majority of which is occupied by permanent product range.
- 5.11 As such, the reality is Aldi complements, rather than competes with, existing local traders and generates considerable propensity for linked trips and associated spin-off trade. Store opening hours are also more limited than traditional convenience shops/newsagents, which further limits direct competition with such outlets.
- 5.12 In this way, the introduction of an Aldi offers considerable benefits to the areas a new store will serve, increasing spin-off trade, as well as considerable physical and economic regeneration, alongside the re-introduction of jobs on a former commercial site.

Merchandising Layout and Store Equipment

- 5.13 Crucial to this is a tried and tested store format, which the company has developed 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 the Company 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.

5.14 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 are in turn 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.

5.15 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 is, of course, a constantly evolving and dynamic sector and Aldi are committed to improving operations and shopping experience to meet the demands and expectations of customers.

5.16 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
- Stores are not 24hr. Deliveries can be scheduled to arrive just before or after opening hours.

Opening hours-

Monday to Saturday: 8am – 9pm

Sundays: any 6 hours in line with current trading restrictions, usually 10am to 4pm or 11am to 5pm

Delivery hours-

Monday to Saturday: 7am – 11pm

Sundays: 9am – 5pm

- 5.17 The design and layout of new Aldi stores also complies with the requirements of the Disability Discrimination Act and ensure they are accessible to all.

Customer Experience

- 5.18 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.
- 5.19 A range of trolley sizes and types are provided offering customers a choice of trolley 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. This is a further cost saving passed on to the customer to help further achieve discounted prices.
- 5.20 Carrier bags are available for customers to buy at a small price. The payment regime seeks to minimise the wasted use of carrier bags.
- 5.21 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.

6.0 PLANNING ASSESSMENT

Delivering Economic Regeneration and Growth

- 6.1 At the heart of the NPPF is the presumption of sustainable economic development. There can be no doubt that securing economic growth is a still a major priority for Central Government and therefore development that secures this must be determined in the presumption of favourability.
- 6.2 Historically the site has been identified as 'employment land' within the Council's UDP, given that the site once comprised commercial B Class premises. However, the Council's emerging 'Development Sites and Places DPD' identifies the site as 'white land' which is not allocated for any specific use. On this note, the development proposal simply seeks to re-introduce a viable use on site which will deliver significant economic regeneration benefits through job creation and the physical regeneration through the redevelopment of a brownfield site. This in turn will lead to wider benefits for the residents of Royston, including choice and competition within the marketplace, through the introduction of a new discount foodstore which will 'claw back' trade lost to competing superstores outside of Royston.
- 6.3 Notwithstanding these clear justifications in their own right, demographics for the Royston ward demonstrates that unemployment figures are above national average, which adds material weight to the importance of continued economic growth and regeneration in the area. This is recognised in the Council's 'Growing Barnsley's Economy' strategy document which highlights the importance of jobs and raising the skill base of the district.
- 6.4 In light of this, the proposal represents a significant investment into the local economy and will provide choice and competition within the market place of Royston. Importantly during uncertain economic times the store will create sustainable long-term employment (40 new full and part-time

jobs), attract investment and provide improved retail facilities to meet the weekly needs of local residents.

Existing Shopping Patterns

- 6.5 Prior to addressing the key retail planning policy tests including a sequential site search and impact assessment, we briefly set out the details of the existing retail provision in Royston and identify the key competition by identifying shopping patterns within the area.
- 6.6 Royston is a defined district centre and comprises a range of retailers, including an ASDA store at Midland Road (951 sqm net) and Co-op (615sqm net) at the Wells; supplemented by a 'Sainsbury's Local' (168 sqm net) and a Fulton Foods (158sqm net) towards the eastern end of the centre. The centre also comprises two independent local butchers, a bakery and a newsagent, all of which provide a limited and specialised range of goods.
- 6.7 Given the range of retailers identified above, the Council's retail study identifies a high percentage of trade leakage from the zone of 'Royston/North' (Zone 4) to large food stores in Barnsley and Wakefield. This includes around 45% of main food spend to the out-of-centre ASDA on Old Mill Lane (net sales: 3,901sqm) and 15% to the edge of the town centre Morrisons (net sales: 3,382sqm), with a further 10% to the out-of-centre ASDA on the south side of Wakefield and 6% to the modern out-of-centre Tesco Extra located to the east of Barnsley on Wombwell Lane (net sales: 7,421sqm). We note that Royston predominately attracts top-up shopping, meeting more day-to-day food shopping needs.
- 6.8 On the above point, stores which the residents of zone 4 are currently utilising are 'significantly overtrading'. Indeed the ASDA on Old Mill Lane attracts £26million from the Royston/ North Zone, with a further £9.6m going to Morrisons on the edge of Barnsley town centre; £6m to ASDA, Wakefield; and nearly £4m to Tesco, Wombwell Lane. Shops in Royston

retain only £4m of spend in Zone 4; this equates to expenditure retention figure of 5.8%.

- 6.9 The opening of the Barugh Green store post dates the Council's Retail Study. It was established at the consultation that many residents use the Aldi at Barugh Green as part of their weekly shop. The proposals aim to claw back trade from the store at Barugh Green back to the Royston area.
- 6.10 Realistically, we would expect trade to be drawn from shops that fulfil a main food shopping function on a like for like basis.
- 6.11 In addition to the above, we draw reference to the Council's 2010 in-centre survey which highlighted that the former Netto; a discount trader was a popular shopping destination for local residents. We note that following the ASDA acquisition of Netto; this removed a discount facility from the settlement. This was noted by residents at the consultation event and documented in the supporting SCI which accompanies this application.
- 6.12 Finally, we note that since the Council's retail studies, planning permission has been granted at Land at Midland Road for a superstore with a floorspace of 3,066sqm. Given the size and nature of the development proposal, it is evident that its format has been designed to accommodate one of the 'Big 4' retailers. On this point, we note that development has not commenced on site; and that a named retailer has not been secured.
- 6.13 A retail impact assessment was undertaken by the applicant, and its conclusions agreed with Barnsley Metropolitan Council. This work forms the evidence base of our assessment and sets the context of our sequential and impact assessment. Each element is discussed in detail below.

NPPF Considerations - Sequential Approach

Introduction

- 6.14 Whilst 'need' is no longer a reason to refuse planning permission for retail schemes, we note that the RIA assessment undertaken by IDG Planning for the supermarket proposals at Land at Midland Road identifies sufficient capacity for further convenience floorspace (table 7 of Appendix 4) within Royston; this equates to £13.7m. Given the high percentage of 'trade leakage' it is evident that there is a need for additional convenience floorspace within Royston. On this point, it is worth noting from the outset that Paragraph 23 of the NPPF states 'It is important that needs for retail leisure, office, and other main town centre uses are met in full and are not compromised by limited site availability.'
- 6.15 Whilst this principally relates to the Development Plan process the sentiment must also apply to the consideration of planning applications which help to address identified needs in advance of a Development Plan being updated. Indeed, the Ministerial Statement: Planning for Growth condones this view. Notwithstanding this, Paragraph 24 of the NPPF confirms that an applicant has to carry out a sequential site assessment for all development proposals for main town centre uses that are not in an existing centre and are not in accordance with an up to date development plan.
- 6.16 In the context of the sequential approach it is important to consider what would happen to the site if these proposals do not go ahead. The site is on the main road through Royston, the previous spring factory has been demolished and the site has been vacant for a considerable period of time. Without a viable development opportunity, the site will remain vacant being of no economic benefit to the local community.
- 6.17 It is also important to set out the context of Aldi as a retailer. Given the nature of Aldi's business model, there are a number of points which are of paramount importance to enable the Aldi offer to be achieved. There are

a number of key principals in terms of site layout that Aldi need to adhere to ensure their business works. This includes:

- Main road frontage;
- All activity to be undertaken at a single level;
- Sufficient amount of customer parking immediately adjacent to the front or the side of the store;
- HGV deliveries to be undertaken via a dock leveller; and
- Trolley bays to be located close to the store.

6.18 The High Court Judgement 'Tesco Stores Ltd v Dundee City Council' published 21 March 2012 supports the principal that a sequential site should be suitable for the developers proposals i.e. a discount supermarket. In order to assess what is suitable, the developer i.e. Aldi needs to assess the market it needs to serve and compete successfully within it.

6.19 In addition to the High Court Judgement, various Planning Inspectors have recognised the need for efficiency for discount retailers. An appeal decision for an Aldi in Tewkesbury states that *'it would be of no benefit to promote a form of retail development that has no proven commercial viability as it would do nothing to address the existing inadequacies in retail provision'*. The Inspector goes on to state that *'the company has developed a standard store format that enables its range of product lines to be displayed and sold effectively and efficiently and for the store to compete with other stores, for example with Morrisons and Tesco in Tewkesbury. A significantly smaller food store would not foster commercially viable trading within the Aldi business format nor provide for healthy competition and consumer choice within the food retail sector'*. Although retail matters were not under discussion here, nevertheless, the Inspector agreed with Aldi's approach to the design exercise that *'form follows function'*.

Sequential Assessment

- 6.20 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 6** of this statement and is comprised of Royston; the settlement forms the basis of our assessment. The localised catchment of an Aldi food store has been accepted by the Council, as part of proposals at Cudworth and Birdwell and is largely influenced by the role Aldi's perform in providing localised convenience provision.
- 6.21 The application site occupies an edge of centre location, given its proximity to the defined town centre boundary of Royston district centre (170m). The site is within easy walking distance and there are two pedestrian routes available that offer obvious prospects for linked trips to take place even without any improvements to the pedestrian links. Indeed, based on a number of site visits, there is existing evidence that the routes are well used and currently connect the site with the district centre. Given the sites location and strong pedestrian linkages, only sites located within Royston district centre itself have been assessed, in addition to existing planned investment at Midland Road, Royston which occupies an edge-of-centre site and is sequentially equal to the application site.
- 6.22 A detailed assessment of each site is provided at **Appendix 7** of this statement, along with individual illustrations to identify the extent and location of each site. Each site has been assessed against the criteria contained within the NPPF, namely whether the site satisfies the 'suitability' and 'availability' criteria required to be considered a genuinely sequentially preferable location. Table 6.1 below, identifies each site, and indicates the grounds on which each site is discounted from the sequential assessment:

Table 6.1 Sequential Site Summary

Site Location	NPPF Location	Available	Suitable
Royston district centre retail units	In-Centre	Yes	No
Land at Midland Road, Royston	Edge-of-Centre	Yes	No

- 6.23 The sites identified in Table 6.1 have been discussed in detail with Planning and Policy Officers at Barnsley Council at Pre-Application Stage and agreed.
- 6.24 There are clearly no existing units within the centre of sufficient size to accommodate the proposals. These small vacant units will assist in widening choice within the centre to maintain viability.
- 6.25 The information provided in the Midland Road proforma demonstrates that the site can be discounted in terms of suitability. The site lacks frontage from main road; Aldi consider visibility to be a crucial element to the viability of their stores. The recently published Practice Guidance (6/3/14) confirms that that market and locational requirements are an important consideration when addressing the sequential approach. In this respect there would be no benefit of Aldi trading a store that would not work in commercial terms. The proposals at Midland Road require a retailer that can draw the required level of trade and underpin the wider regeneration of the site; Aldi would not be able to deliver the wider regeneration benefits required.
- 6.26 The Aldi store will serve a walk in catchment to the east of Royston. This is a positive benefit of the application that was identified at the public consultation. The site provides an accessible location for those who are not particularly well served on the eastern side of Royston. Notwithstanding the fact that both sites are sequentially equal and there is sufficient capacity for both.

- 6.27 To conclude, the above analysis demonstrates that there are no suitable sequential alternatives within the identified catchment. However, what is clear from the above is that the application site, due to its availability for redevelopment; its suitability to serve a localised catchment; active main road frontage; and overall accessibility is the most appropriate sequential site within Royston to deliver a localised food store.

NPPF Consideration – Retail Impact

- 6.28 Within this section we consider the potential benefits and impacts of the proposed foodstore when set against the latest criteria in Paragraph 26 of the NPPF and Policy CS12 of the emerging Core Strategy which is currently being examined by an Independent Examiner.
- 6.29 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 introduction of a discount foodstore in Royston would deliver.
- 6.30 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. On this point the application proposals received overwhelming support from local residents, supporting our case for choice and competition within Royston, and the need for a discount trader. This is demonstrated within the accompanying Statement of Community Involvement submitted in support of the application.
- 6.31 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 an 'impediment to sustainable growth'.

- 6.32 Paragraph 26 of the NPPF states that developments not in accordance with the development plan should require an impact assessment if the development is over a locally set threshold or if there is no locally set threshold, the default threshold is 2,500sqm. We note that no local threshold has been set by Barnsley Council. In addition, given the nature and scale of the development proposal which seeks to serve a local catchment; it was agreed as part of proposals for Aldi, Birdwell that information on the scale of the proposal, alongside information on the potential impact on surrounding shops and services - utilising information from Aldi case studies would be presented to the Council. A similar approach has been adopted in this case, whilst looking at capacity levels for Royston to accommodate further convenience floorspace following a recent permission for a large foodstore at Midland Road, Royston. This site has been discounted by Aldi on the grounds of 'suitability'.

Existing Shopping Patterns and Improved Trade Retention

- 6.33 Firstly, it is important to note from the outset that the application proposal represents a significant investment by the applicant in the local economy. This considerable investment would undoubtedly have a tangible and long term positive impact on the local area. This includes the creation of up to 40 new full and part time jobs, and regeneration of a prominent brownfield site.
- 6.34 In order to quantify any potential impact of the proposed development, it is first important to estimate the likely turnover that would be expected from the retail floorspace proposed. Based on a sales density figure of £5,501 (2008 price base) the proposed Aldi Store at the year 2017 is expected to generate a convenience turnover of £4.4m.
- 6.35 Turning to trade draw, the Council's 2010 Retail Study identifies a high percentage of main food trade leakage from the residents of Zone 4, of which Royston retains 6% (based on 2007 HHS) at the year 2008. Popular out of shopping destinations include large out-of-centre stores within

Barnsley and Wakefield, as discussed in Paragraphs 6.7 and 6.8 of this statement.

- 6.36 Since the 2008 HHS, we note that ASDA now operate from the former Netto store at Midland Road. To account for this change; Planning Potential calculated the turnover of the Netto store at the year 2008, using its market share analysis (Main Food Trade Draw of 1.7%; 0% Top-up); a main food and top-up shopping expenditure split of 70/30; and the total expenditure figure supplied by IDG for zone 4 taken from table 7 of Appendix 4 of their RIA. This figure has been projected forward to the year 2012 using growth rates from Experian Briefing Note 8 (in line with the Smaller Centre Study 2010); and removed from the turnover of Royston district centre for that year. We note that the turnover of the Royston district centre from 2012 to 2017 (excluding Netto turnover) was projected forward using Experian Retailer Planner 11.
- 6.37 A benchmark assessment has been undertaken for the ASDA store and factored into the existing turnover of Royston district centre which equates to £12.03m at 2012 and £11.69 at 2017. The turnover of 'other shops' within Royston district centre which still exist today are generated from the 2008 HHS and are consistent with the 2010 Smaller Centre Study and the IDG submission. We note that Planning Potential have assumed that trade to support the ASDA store will be entirely from zone 4 to be robust. However, in reality it is assumed that a percentage of this trade will come from outside of Royston. This is also the case for Aldi. Table 6.2 presents a capacity assessment for Royston; represents a worst case scenario.
- 6.38 Overall, the assessment identified surplus capacity to support additional convenience floorspace, as demonstrated in table 6.2 below.

Table 6.2 Royston Retail Analysis Capacity

	Retail Study Zone 4		
	2008	2012	2017
Expenditure	69.38	65.24	67.56
Assumed E&L Royston Catchment Expenditure (50% of Zone 4)	34.69	32.62	33.78
Existing Turnover (£m) (1)	3.99	12.03	11.69
Retention Level (%) (2)	6%	18%	17%
Remaining Capacity (£m)	30.7	20.59	22.09
Turnover of Committed Foodstore at Land at Midland Road, Royston (no named retailer)			16.72
Capacity			5.37
Proposed Aldi Turnover			4.4
Retention Level (%) (4)			97%
Remaining Capacity			0.97

Note:

(1) Expenditure Figures for the years 2008; 2012; and 2017 taken from Table 7 of Appendix 4 (produced by IDG Planning) of the Retail Assessment that accompanied approved application 2012/1337

(2) Turnover of Royston drawn from Zone 4 derived from E&L Smaller Centres Study November 2010

(3) Turnover of Approved Supermarket at Land at Midland Road, Royston - 80% drawn from E&L assumed Royston Catchment in Zone 4; figure is in line with table 7 of appendix 4 of the RIA which accompanied application 2012/1337

(4) Zoning system based on 2007 Household Survey

(5) Retention levels at 2012 and 2018 account for ASDA trading from the Netto foodstore at Midland Road. A benchmark assessment based on Mintel Retail Rankings has been included, alongside the removal of the trade generated from the 2007 HHS for Netto. The turnover of other stores is included and taken from the Council's 2007 HHS and 2010 Small Centre Study for zone 4 only.

(6) Turnover of Netto at 2012 projected forward using Experian Retail Planner Brief 8 in line with 2010 Smaller Centre Study

(7) Turnover of Aldi based on Mintel 2013 Rankings and projected forward to the year 2017 using Experian Retail Planner Brief 11

(8) 2008 price base in line with Council's retail studies

Vitality and Viability of Royston Town Centre

- 6.39 Information on existing shopping patterns was collated from the Council's Household Survey which informed the Council's 2010 Small Centres Study, and the Midland Road application (Ref: 2012/1337). As highlighted above, the Midland Road application identifies surplus capacity for additional retail convenience expenditure.
- 6.40 A health check of Royston district centre was undertaken in January 2014 and attached to **Appendix 4** of this statement. The health check demonstrates that Royston is performing adequately in its role as a district centre and provides a range of national and independent retailers which seek to meet the day-to-day needs of local residents. From our health check it is evident that it operates as a service centre, with hair and beauty operators most prolific in this sector.
- 6.41 Overall, the centre is reasonably attractive and benefits from well maintained retail units (some purpose built), fascias and street furniture. Parking is limited, there will be an opportunity for shoppers to utilise the Aldi car park to undertake linked trips with the centre which will benefit the centre as a whole.
- 6.42 Finally, the number of vacant units within the centre is lower than the UK national average (11%) which highlights the strength of the centre and investor confidence in the area. In comparison to the Council's retail studies, it is evident that vacancy rates within the centre have fallen. The centre is therefore healthy and vibrant to accommodate additional retail development; supported by the findings of table 6.2. However, in any case, 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). On this point, Aldi stores act as main food shopping destinations and tend to compete with large out-of-centre superstores that draw trade from Aldi's proposed local catchment. Aldi also predict that some of the trade from their existing stores in the area will be diverted to the new store such as Aldi at Baugh

Green which residents of Royston are currently utilising. These would be customers who are Aldi shoppers already but currently travel outside the catchment area i.e. to Aldi.

- 6.43 Given the position of the site, a few minutes walk into the centre, and based on evidence collected at other Aldi stores (provided as part of the case study evidence below), we consider that there will be a high proportion of linked trips which will generate spin-off trade for the centre allowing for a potential uplift of the centre. In the Dinnington example below, this was estimated to be around £2.4m which will be a considerable economic benefit for the centre.
- 6.44 In summary, there is sufficient capacity to accommodate further retail development; and given the scale, nature and function of an Aldi store it is considered that the impact on the vitality and viability of existing stores and centres is negligible. This is supported by the findings of Aldi case studies and information supplied below.

Effect on Planned Investment

- 6.45 The application proposals will not result in any significant adverse impacts on any planned investment expected within the Royston catchment area. As set out above, we consider that the introduction of an Aldi store in this location will offer choice and competition within the market place - through the introduction of a discount supermarket. It is considered that the proposal will result in significant new investment into the local economy which in turn will lead to sustainable economic growth.
- 6.46 In addition to the above, the applicant's retail assessment at Midland Road identified surplus £13m for additional convenience goods floorspace. The turnover of an Aldi foodstore is approximately £5.3m. This leaved remaining capacity by 2017 to support new floorspace of £7.87m.
- 6.47 Overall, it is evident from both investor confidence and our own health checks that Royston, despite the economic downturn is a prosperous and

attractive retail centre. Therefore it is considered that the proposals, given their scale and purpose for localised shopping provision are unlikely to have impact on future growth in Royston.

Appropriateness of Scale

- 6.48 The application proposes the construction of a 'discount foodstore' (Use Class A1) which will be occupied by Aldi Stores Limited.
- 6.49 In terms of physical scale the store will have a gross external floorspace of 1,590sqm, and net sales area of 1,000 sqm. The breakdown of floorspace is provided in paragraph 3.4 of this statement. To support the store a total of 94 car parking spaces will be provided for the foodstore adjacent to the store, this is within the Council's maximum car parking standards for the size of store. The car park will include 5 disabled spaces and 7 parent / toddler spaces. Further to this 2 motorcycle spaces are proposed and 10 cycle hoops along to store frontage.
- 6.50 From the results of our health check alongside information presented within the Council's retail studies, existing stores within Royston seek to meet the day-to-day top-up shopping needs of local residents, with a high portion of residents travelling outside of Royston to undertake a main food shop. This remains the case as the Midland Road proposal has not been implemented. In order to retain trade within the catchment area and increase competition for the benefit of local residents; the store needs to be of a certain scale to compete effectively, and provide a genuine alternative to stores outside the catchment. The scale of store with a net sales area of 1,000 sqm would allow Aldi to offer a full food range, allowing customers to satisfy their main food shopping needs. This is a particular benefit of the proposals and one which should be taken into account when considering any sequential alternatives to the application proposals.
- 6.51 In addition to the above, national planning policy has for many years focused on shortening car journeys and providing facilities in accessible locations near to where people live. Indeed the NPPF at paragraph 34

states that 'plans and 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'.

It was established at the consultation event that a high number of local residents from Royston travel to the food stores outside of the area to undertake a main food shop at Aldi, most notably Aldi at Barugh Green. By providing a local store, car journeys will be reduced and retain people within the catchment of Royston.

- 6.52 Finally, the scale of the store proposed will also result in significant economic benefits including; investment, job creation and spin-off benefits for existing businesses associated with increased retained expenditure in the local catchment. These benefits would be severely diluted should the scale of the proposed food store be reduced. The proposal is therefore in line with section 7 of the NPPF.

Linked Trips

- 6.53 The concept of linked trips underpins national planning policy on 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 and within easy walking distance of other shops and facilities will increase the level of linkage between shops and services and thereby reduce the need to travel.
- 6.54 The application site is located along High Street, approximately 170m west of Royston district centre. Given the sites prominent location, the site benefits from good public transport links and established pedestrian footpaths. Planning Potential have walked this route on a number of occasions and estimate that it would take approximately 3 minutes for a pedestrian to walk from the proposed customer entrance to the town centre. A recent appeal case – Appeal Reference APP/C3240/A/11/2167505 at Land at Audley Avenue, Newport for a new out of centre foodstore (dated 3 August 2012) states: *'....evidence from*

various sources suggest that what equates to a 5 minute walk is generally considered to be an acceptable walking distance for shoppers to undertake' (Paragraph 29).

- 6.55 It is also important to note that the proposal seeks to primarily serve the residents of Royston. Paragraph 47 of the Newport decision states *'The foodstore is thus not seeking to draw customers from far afield and it is reasonable assumption that local people will know the geography of their town. In circumstances I do not believe that the location of the appeal site is likely to put people off combining a trip to the foodstore with a visit to the town centre by car'.*
- 6.56 In addition to the above, given the nature of an Aldi foodstore as discussed in Section 5 of this Statement, it is considered wholly realistic to assume that a proportion of those who visit the proposed Aldi store for food shopping purposes will combine this with a trip to Royston district centre. This is on the basis that the walking distance and route is realistic for the majority of customers and the fact that Royston offers attractions such as retail services which are simply not available a stand-alone foodstore. This is supported by the findings of the following case studies.

Case Studies

- 6.57 Aldi have undertaken a number of case studies to examine their customer shopper's habits and the potential effect on other retailers. The three case studies identified below are attached at **Appendix 8**.

Barugh Green, Barnsley

- 6.58 This Case Study has been selected due to the stores out of centre location and its role in providing an accessible localised shopping facility for the residents of Barugh Green, Barnsley.
- 6.59 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.

- 6.60 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.

Dinnington

- 6.61 This Case Study has been chosen due to the stores nature in generating linked trips and providing a complemented retail destination to other town centre uses in the area. We note that the store is also located within the Rotherham Borough.
- 6.62 In Dinnington shoppers were asked if they visit the town centre before or after shopping at the Aldi store. 75% of customers at least occasionally undertake a linked trip, with over half of customers (52%) visiting the centre every time. The surveys also found that the perception of the centre had changed following the introduction of the Aldi with 71% of customers noting that the centre had improved.
- 6.63 Customers were asked how much they spent in this centre. This enabled us to quantify the expenditure generated by linked trips. This equated to £2.4m which would be a huge boost for the centre if this level of spin-off trade could be replicated at Royston.

Dronfield

6.64 The Dronfield case study has been selected due to the topography of the town and it's out of centre location. The store sits at the bottom of a hill some 400m or so from Dronfield Town Centre and provides a stand alone 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.

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

7.0 OTHER MATERIAL CONSIDERATIONS

Accessibility

- 7.1 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'*.
- 7.2 It is considered that the application site is a highly accessible location by a choice of means of transport. Situated within the built form of Royston, along High Street – a principle road into Royston district centre; the site is considered accessible, with 9,375 living within walking distance of the site generating an expenditure figure of over £13m.
- 7.3 Vehicular access to the site is from High Street to the north. The route connects the site to the district centre and wider residential areas, and is subject to a 30mph speed limit. Overall, it is considered that traffic associated with the development can be dissipated throughout the network with ease, avoiding pressure points.
- 7.4 In terms of public transport, there are a number of bus stops located along High Street. Bus numbers 57, 59 and 59A provide a regular service into Royston district centre and the surrounding settlements.
- 7.5 The site is also accessible via walking, with established pedestrian linkages connecting the site to the surrounding residential areas and neighbouring district centre of Royston. Existing pedestrian footways line High Street and are clean wide and well lit - facilitating pedestrian movement within Royston. A new pedestrian crossing has been introduced to the scheme to improve accessibility.

- 7.6 Customer car parking would be provided for 94 vehicles, including 5 spaces for disabled shoppers and 7 spaces for parents with small children. In addition 2 motorcycle spaces will be provided. Customers will be able to undertake linked trips while using this car park, in particular, the nearby school, pharmacy, doctors surgery and town centre. Located along the store frontage will be a cycle stand to facilitate alternative means of transport for local residents.
- 7.7 The accompanying Transport Assessment 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 modes 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.
- 7.8 Overall the development fully complies with the requirements of Section 4 of the NPPF; Local Plan Policies T6 and T8; and Draft Policies CS3 and CS14 of the Core Strategy and Draft Policy SP24 of the emerging Sites and Policies DPD which seeks to ensure developments are accessible and will not result in any adverse impact upon the surrounding highway network.

Urban Design

- 7.9 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.
- 7.10 The properties in the immediate area of the site vary in quality and

materials. Indeed the newest developments are simple in overall design using a palate of predominantly red brick and tiled roofs; older developments are predominantly stone with tiled roofs all have stone boundary walls to the curtilage of the site.

- 7.11 With this in mind, the overall design of the proposal has been developed in a contemporary modern style with elements of traditional modelling to work with local vernacular and immediate context. A simple palette of local materials have been utilised in the form of a combination of Ashlar stonework, and split face stone work all replicating the qualities of the nearby properties whilst also creating a crisp and sharp addition to the key elevations.
- 7.12 The blade roof design allows the store to sit comfortably on the sloped site; guiding and inviting the public into the store on the principle High Street elevation, whilst giving a harmonious link with the existing gradient of the site sloping to the south and east. With the blade falling towards the east perimeter of the site it creates a strong frontage to the main car park viewed from High Street, whilst allowing the store to sit softly and comfortable into its surroundings. The nature of the store and its operation in terms of use means that the rear elevation is relatively blank in appearance. In terms of modelling, the appearance has been broken up using contrasting but complimentary materials and landscaping to soften this elevation to the adjoining residential properties.
- 7.13 The Aldi store will have large elements of shop front glazing, together with a contemporary glass entrance canopy that shall signify the entrance to the store facing mostly onto the primary elevations from which the public shall approach. High level glazing will flood light over the top of the sales layout in a ribbon arrangement in line with the canopy structure and add interest to the principle car park elevation.
- 7.14 Overall, the layout and design of the proposed site has been carefully designed and has taken on board design comments from Officers and the

general public during pre-application discussions. It is considered that it is fully in accordance with that advice, as well as Section 7 of the NPPF, and Policy EN3.1 and ENV4.1 of the UDP and Draft Policy CS21 and CS28 of the Core Strategy and Draft Policies SP37, SP58 and SP60 of the emerging Sites and Policies DPD for the reasons summarised above. This is discussed in more depth within the accompanying Design and Access Statement which provides details of the scheme.

Amenity

- 7.15 Paragraph 123 of the NPPF seek to ensure that developments do not conflict with or have any adverse impact upon neighbouring noise sensitive land uses.
- 7.16 The proposed delivery yard will be located on the southern elevation of the proposed Aldi foodstore, immediately adjoining the stores footprint. The service yard will incorporate a loading bay (comprising self levelling dock), roller shutter access doors and a sheltered canopy system. Located to the south and east of the service yard are existing and proposed residential dwellings. In the interest of residential amenity, the application seeks to incorporate a retaining wall, with a 1m landscape buffer to mitigate the potential impact of the service yard. Notwithstanding the design, a technical analysis on noise has been undertaken by independent consultants that confirm that the proposals are acceptable and will not result in any detrimental impact on residential amenity either on existing properties or the new residential development.
- 7.17 Overall, it is anticipated that the Aldi store will receive approximately 1 to 2 articulated lorry deliveries per day plus a single delivery from a local milk supplier. HGV deliveries are expected to typically take 30 minutes and unloading is a straightforward exercise, given that ALDI's stock is delivered on pallets which are simply rolled into the warehouse, utilising the automated dock levelling system. Furthermore, as part of ALDI's delivery procedure the responsibility for the unloading of a servicing

vehicle rests with its driver, as such there is no potential for delay in the process as it is not necessary to wait for store staff to deal with the vehicle on its arrival (as is the case with many other mainstream convenience retailers). Aldi are willing to accept conditions to restrict deliveries to daytime hours only.

- 7.18 Lighting on the site will be carefully controlled to ensure no light spillage to neighbouring properties. Lights in the car park are turned off at night with low level lighting remaining in the store for security purposes.
- 7.19 With regards to scale and massing, the proposal will be broadly commensurate with the heights of surrounding residential properties. Furthermore given the sites current levels, it is proposed to level the site and effectively sit the store into the site using retaining walls. Therefore further reducing any visual impact and shielding neighbouring properties from perceived noise.

Flood Risk and Drainage

- 7.20 Due to the combined sites area of 1.02 ha, a Flood Risk Management and Drainage Statement for the site has been submitted as part of the application package and the first important point to note is that the development site falls within Flood Zone 1 and the Sequential Test of the NPPF is therefore satisfied.
- 7.21 The report concludes that the risk of flooding has been considered across a wide range of sources and the site is not exposed to any significant risks of flooding. However, it has been necessary to make recommendations within the report to reduce the surface water discharge from the site to reduce the impact of the development elsewhere.
- 7.22 An outline Surface Water Management Strategy following best practice has been prepared, although more detail will be required at Reserved

Matters stage. This demonstrates that NPPF objectives can be met at planning stage.

Geo-Environmental Factors

- 7.23 A phase 1 Geo-environmental Desk Study produced by 3E, confirms that based on the site history, it is considered that the site presents a medium to high environmental risk with respect to contamination. In light of the sites history and context further ground investigations are required and which can be subject to conditions. These ground investigations will confirm the site conditions.

Sustainability

- 7.24 Another key objective of the NPPF is to support the transition to a low carbon future. As a result, the proposal seeks to incorporate a number of energy and sustainability aspects. The Design and Access 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.
- 7.25 In respect of energy efficiency, a 24.2% reduction in energy uses can be achieved through 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.
- 7.26 In addition, the proposal will also reduce the need for local residents to travel outside of the area 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 entrances.

7.27 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 and local planning policy, indeed, the proposals present a significant improvement to the site in sustainability terms.

7.28 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 palletted 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.

7.29 Overall, the proposed development fully complies with Section 10 of the NPPF and Draft Core Strategy Policy CS 28 and CS 30 and draft policies SP60 and SP67 of the emerging Sites and Policies DPD.

Social Inclusion

7.30 Royston is identified as an area in need of regeneration and investment. On this point, national statistics (2011) for the Royston Ward highlights that 4.6% of the residents are unemployed compared to an average for England of 4.4%. Demographics are attached in **Appendix 2**.

7.31 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 accessible 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

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

7.33 At present the site is vacant land providing no contribution to the local economy. The redevelopment of the site will enable the employment of approximately 40 people at the proposed Aldi foodstore, in addition to the high quality design and physical enhancements.

7.34 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.

7.35 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.

- 7.36 The site 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, achieving the aims outlined in emerging Local Plan documents.

Conditions

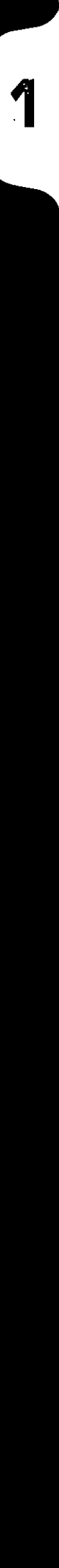
- 7.37 Aldi would be happy to accept conditions in respect of opening and service hours, construction management, to ensure the benefits of the application are achieved.
- 7.38 It is apparent that, in addition to the strong policy and retail justification for the proposals, there are many additional 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.
- 7.39 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.
- 7.40 Overall, the proposed development fully complies with the NPPF and Local Planning Policy.

8.0 CONCLUSION

- 8.1 This Retail Impact Assessment has been prepared on behalf of joint applicants 'QUORA Ltd' and 'Aldi Stores Ltd' and supports an ideal opportunity for investment on a prominent brownfield site, within the urban fabric of Royston; a settlement where the Council's policies seek to direct growth and investment.
- 8.2 The site at present is vacant and derelict providing no contribution to the local economy or the environment.
- 8.3 The foodstore element has been designed to serve the distinct local catchment of Royston, and is intended to enhance local choice and competition for convenience goods. This in turn will help to improve expenditure retention within the catchment area. Furthermore the proposals will provide a localised shopping facility for the residents of the area, reducing existing journey lengths which are in line with the aspirations of the NPPF (2012). On this point, a high portion of residents at the consultation event highlighted that they currently utilise Aldi stores at Barugh Green. Therefore the provision of a local facility will be a benefit.
- 8.4 In support of the above, the Council's retail studies highlight a high percentage of trade leakage to stores and centres beyond Royston, most notably Barnsley and Wakefield. Whilst we note the presence of ASDA , it is still considered that a high percentage of trade leakage is still occurring. Indeed, On this point, we draw reference to the Council's 2010 in-centre survey which highlights that the former Netto foodstore was a popular shopping destination for local residents. As the Council are aware Netto is a former discount retailer, acquired by ASDA Stores Limited in 2010. The store now operates under the ASDA banner and has removed a discount trader from the settlement. This information supports our findings, and results from the community consultation event that an Aldi foodstore in Royston would be supported.

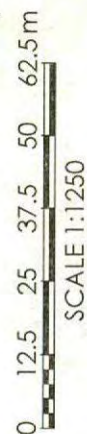
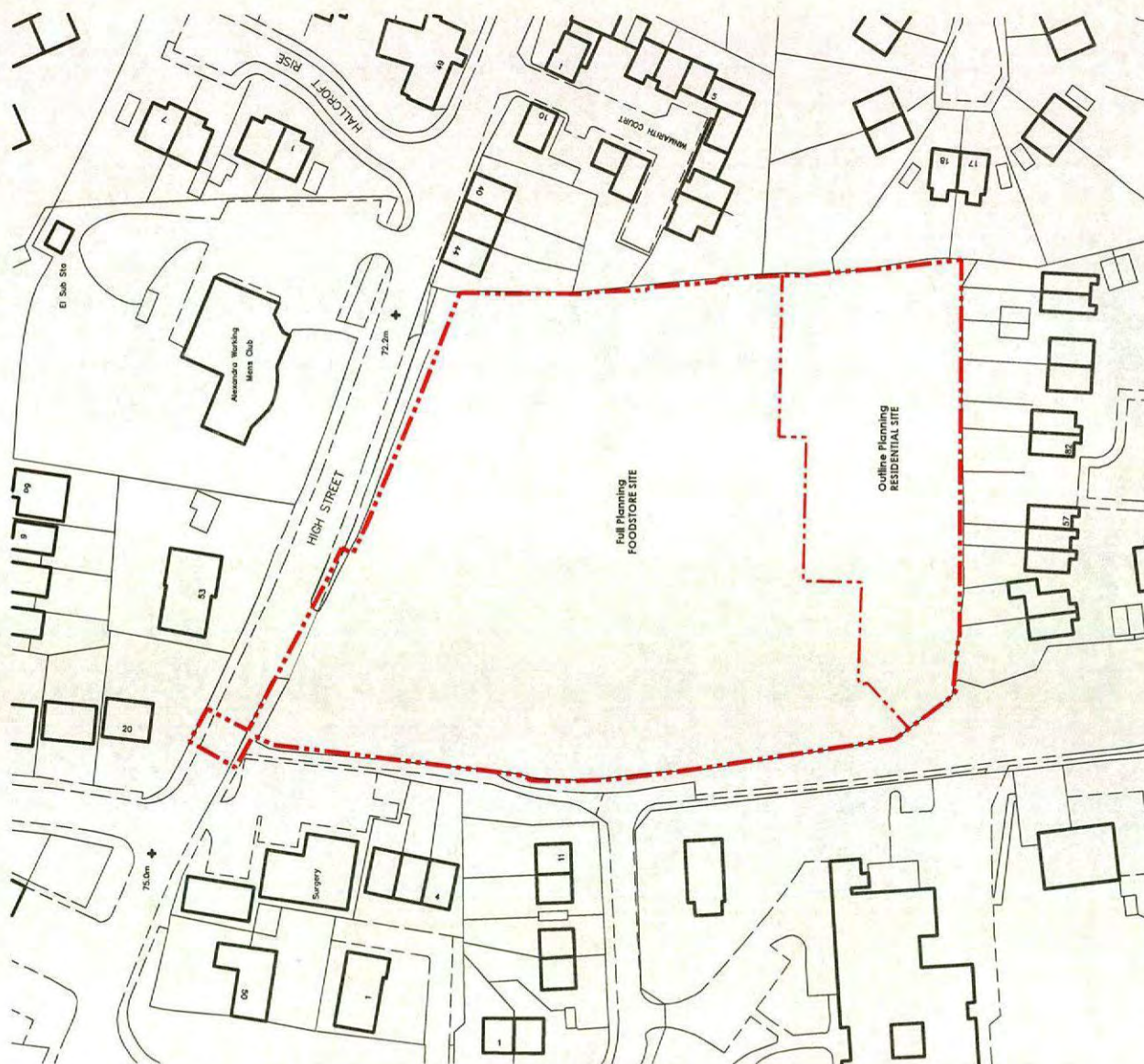
- 8.5 In retail terms, the proposal occupies an edge of centre location, where the NPPF requires applications in such locations to demonstrate (i) compliance with the sequential approach; and (ii) evidence to demonstrate that the proposal will not result in significant adverse impact on existing stores and centres within the identified PCA.
- 8.6 With regard to the assessment of impact, this has been carried out in the context of a detailed health check of Royston district centre which is healthy and vibrant, with a low vacancy rate highlighting recent investment in comparison to the Council's retail studies. The statement also looks at existing planned investment at Midland Road, and demonstrates that there is sufficient capacity within Royston to support additional convenience retailing in the form of an Aldi foodstore. Indeed the capacity assessment highlights surplus capacity for further convenience retailing within the area. In addition, the store will have a positive impact in planning terms providing investment and regeneration, spin-off trade, improving convenience expenditure retention and consumer choice.
- 8.7 Overall, the store is designed to meet an identified need within a specific catchment area. This cannot be met elsewhere and is a sequentially preferable site within the catchment. Notwithstanding this point, land at Midland Road (existing commitment); alongside vacant units within Royston district centre s have been addressed in line with Officer's request for robustness.
- 8.8 The development is in a highly accessible and sustainable location, which will enhance the area and serve its immediate catchment community. ALDI have given considerable thought to the proposals to ensure that the development will relate to, and complement the area, being sensitive to the neighbouring land uses, in particular residential properties. In this context, pre-application discussions have taken place.
- 8.9 As demonstrated in both this and other supporting statements, the proposals are justified against the NPPF and local policy objectives and

local aspirations to see the site developed. It is therefore, respectfully requested that permission is granted to facilitate the beneficial development of this site on High Street, Royston.



Appendix 1: Site Location Plan

INDICATIVE
TRUE
NORTH



☐	dd-mm-yy		Description		Rev By	Chd By
Proposed Development						
		High Street Royston				
Client		Aldi Stores Ltd				
Status		Planning				
Scale		1:1250		Drawing Size	A4	
Drawn By		LH	Checked by	JDB	Date	02/14
Location Plan						
Drawing title		1124-050				
Job-Org Job		Rev				
 THE HARRIS PARTNERSHIP ARCHITECTS www.harrispartnership.com ☒ THE HARRIS PARTNERSHIP WAREHOUSES 1. 0124 291 800 1. 0124 290 072 2nd floor, Connors Warehouse, 77 Dale Street, Manchester, M1 2HG 1. 011 238 8555 1. 011 244 5609 The Old Rectory, 75 High Street, Newport Pagnell, MK16 8AB 1. 01905 211 517 1. 01908 211 722 THE HARRIS PARTNERSHIP READING 1. 0118 950 700 1. 0118 950 8442 1. 0118 950 7700 1. 0118 950 8442						

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CAD file reference



Appendix 2:Demographics

Neighbourhood Statistics



Original URL: <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6505421&c=Royston&d=14&e=9&f=32624&g=6353803&i=1001x1003x1004x1005&l=2484&o=362&m=0&r=1&s=1393932852434&enc=1>

Economic Activity, 2011 (KS601EW)

Period: Mar11

Area: Royston (Ward)

Variable	Measure	Royston	Barnsley (Metropolitan District)	Yorkshire and The Humber	England
All Usual Residents Aged 16 to 74 (Persons) ¹	Count	7,864	170,405	3,875,219	38,881,374
Economically Active; Employee; Part-Time (Persons) ¹	Count	1,114	24,807	564,578	5,333,268
Economically Active; Employee; Part-Time (Persons) ¹	%	14.2	14.6	14.6	13.7
Economically Active; Employee; Full-Time (Persons) ¹	Count	3,008	62,841	1,435,376	15,016,564
Economically Active; Employee; Full-Time (Persons) ¹	%	38.3	36.9	37.0	38.6
Economically Active; Self-Employed (Persons) ¹	Count	526	13,103	325,432	3,793,632
Economically Active; Self-Employed (Persons) ¹	%	6.7	7.7	8.4	9.8
Economically Active; Unemployed (Persons) ¹	Count	361	8,738	187,755	1,702,847
Economically Active; Unemployed (Persons) ¹	%	4.6	5.1	4.8	4.4
Economically Active; Full-Time Student (Persons) ¹	Count	172	3,817	136,834	1,336,823
Economically Active; Full-Time Student (Persons) ¹	%	2.2	2.2	3.5	3.4
Economically Inactive; Retired (Persons) ¹	Count	1,324	28,008	570,173	5,320,691
Economically Inactive; Retired (Persons) ¹	%	16.8	16.4	14.7	13.7
Economically Inactive; Student (Including Full-Time Students) (Persons) ¹	Count	309	6,225	228,653	2,255,831
Economically Inactive; Student (Including Full-Time Students) (Persons) ¹	%	3.9	3.7	5.9	5.8
Economically Inactive; Looking After Home or Family (Persons) ¹	Count	365	7,435	166,214	1,695,134
Economically Inactive; Looking After Home or Family (Persons) ¹	%	4.6	4.4	4.3	4.4
Economically Inactive; Long-Term Sick or Disabled (Persons) ¹	Count	550	11,925	174,493	1,574,134
Economically Inactive; Long-Term Sick or Disabled (Persons) ¹	%	7.0	7.0	4.5	4.0
Economically Inactive; Other (Persons) ¹	Count	135	3,506	85,711	852,450
Economically Inactive; Other (Persons) ¹	%	1.7	2.1	2.2	2.2
Unemployed; Age 16 to 24 (Persons) ¹	Count	129	2,942	56,251	471,666
Unemployed; Age 16 to 24 (Persons) ¹	%	1.6	1.7	1.5	1.2
Unemployed; Age 50 to 74 (Persons) ¹	Count	51	1,349	32,216	315,863

Unemployed; Age 50 to 74 (Persons) ¹	%	0.6	0.8	0.8	0.8
Unemployed; Never Worked (Persons) ¹	Count	56	1,639	32,785	276,121
Unemployed; Never Worked (Persons) ¹	%	0.7	1.0	0.8	0.7
Long-Term Unemployed (Persons) ¹	Count	147	3,577	75,113	668,496
Long-Term Unemployed (Persons) ¹	%	1.9	2.1	1.9	1.7

Last Updated: 30 January 2013

Source: Office for National Statistics

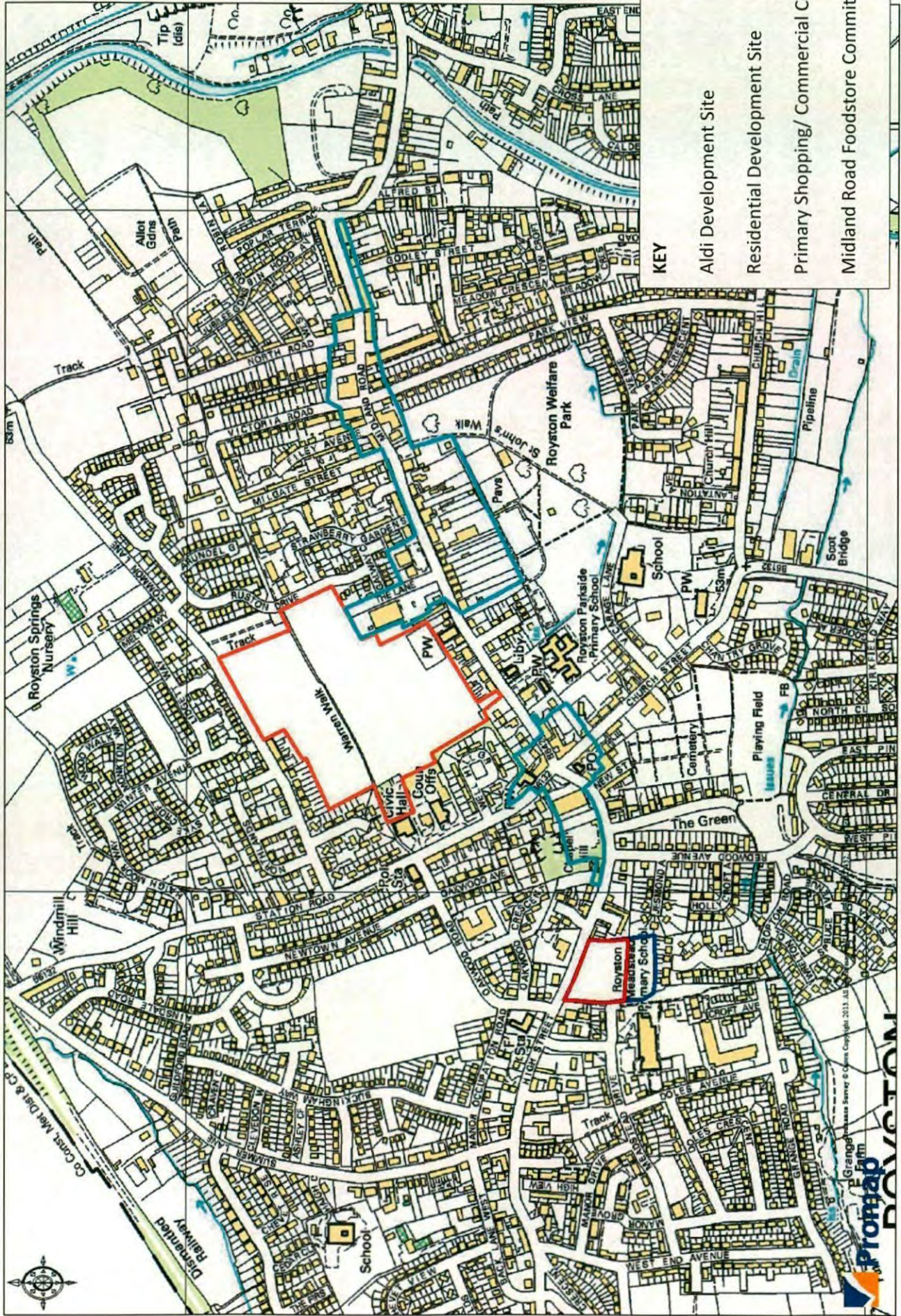
Notes

1 National Statistics

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Appendix 3:Context Plan



KEY

- Aldi Development Site
- Residential Development Site
- Primary Shopping/ Commercial Centres
- Midland Road Foodstore Commitment

Author: CB

Planning Potential



14-15 Regent Parade, Harrogate, HG1 5AW
Tel: 01423 502123 | Email: info@planningpotential.co.uk
www.planningpotential.co.uk

Title: Context Plan

Job Number: 13/1871

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Date: 08/07/2013



Appendix 4:Health Check

APPENDIX 4 – HEALTH CHECK

Introduction

1. The following assessments of vitality and viability are based upon the advice contained in the National Planning Policy Framework (NPPF) published in March 2012 and the recently published National Planning Policy Guidance (2014).
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 new developments.
3. The performance indicators used within this study include the measurement and analysis of the diversity of uses; proportion of vacant street level property; commercial yields on non-domestic property; customers' views and behaviour; retailer representation and intentions to change representation; commercial rents; pedestrian flows; accessibility; perception of safety and occurrence of crime; and the state of town centre environmental quality.

Royston District Centre

4. Royston was previously allocated as a 'Local Centre' within the Barnsley Metropolitan Borough Council's UDP (2000); however within the adopted Barnsley Core Strategy, Royston is allocated as one of six Principal Towns for Growth. Within the Smaller Centre Study (2010), Royston is also identified as a District Centre.
5. Under the Policy CSP31 'Delivering Rotherham's Spatial Strategy' of the Core Strategy (2011) Royston is referred to as a District Centre which have an important role serving localised catchments and meeting more local needs. To ensure that District Centres fulfil this role, the Policy states that new retail developments will be encouraged within the District Centres.

6. Royston District Centre offer is provided by two separate areas, based around 'The Wells' located at the eastern end of the centre and focused on the main Station Road/Midland Road/Church Street/High Street Junction, and to the east along Midland Road. The overall centre is broadly linear in nature.
7. The adopted UDP Proposal Map (2000) effectively shows the two separate centres in Royston, with the Midland Road end being the largest of the centres, incorporating an ASDA (formerly Netto) in the west and the Sainsbury's Local and Fulton Foods in the east. Midland Road is physically separated by 'The Wells' end by housing.

Background

8. Planning Potential undertook a survey of Royston District Centre on the 05 February 2014. For the purposes of this assessment, the boundaries of Royston District Centre are based on the adopted Barnsley UDP Proposal Map (2000).

Diversity of Uses

9. Table 1 below shows the composition of retail units located within Royston District Centre.

Table 1: Diversity of Uses

Retail Category	Use Class	Number of Outlets	%	UK Average*
Convenience	A1	8	12%	8.72%
Comparison	A1	16	25%	41.29%
Services	A1, A2	20	31%	19.98%
Restaurant, Café, Public Houses, Takeaway	A3, A4, A5	9	14%	16.33%
Vacant	Vacant	7	11%	12.53%
Miscellaneous	Miscellaneous	5	8%	1.16%
Total		65	100	1

*Based on Goad Report June 2013

Convenience

10. Table 1 demonstrates that in February 2014, 12% of all the units in Royston District Centre were in use for the sale of convenience goods. This is above the UK's national average of 8.72%, and includes a Co-op (615sqm net) store at The Wells and an ASDA store at Midland Road (951 sqm net). These stores are supplemented by a 'Sainsbury's Local' (168 sqm net) and a Fulton Foods (158sqm net) towards the eastern end of the centre, alongside two independent local butchers, a bakery and a newsagents.



Image 1: Sainsbury's Local and Fultons Foods on Midland Road

Comparison

11. In February 2014, comparison traders in Royston District Centre occupied 25% of the total outlets, which is well below the UK national average (41.29%). There is currently no national retailers present in the centre, but the Yorkshire based Weldricks Pharmacy is located near ASDA. All of the comparison provision is provided by a range of independent retailers including a clothes shop, two charity clothes shops, a toy shop, a boutique, a pet supplier, two florists, a home furnishing shop, a kitchens and bathrooms shop, a key cutting and DIY shop, and bike shop.

Services

12. Royston District Centre acts as a popular service destination with 31% of outlets occupied by a range of independent retailers. This figure is above the UK's national average of 19.98%. Hair and beauty traders are particularly dominant in this sector, but there is also two betting offices, a dog grooming shop, a bank, an opticians, a shoe repair specialist, a solicitor and an accountancy.

Restaurants, Cafes, Takeaway and Public House

13. Royston also holds a number of independent takeaways and cafes primarily along Midland Road (14%). This figure is above the UK's national average (16.33%).

Proportion of vacant street level property

14. Table 1 illustrates that in February 2014, there were 7 vacant retail units within Royston District Centre, representing 11% as a whole, which is below the UK's national average (12.53%).
15. At the time of survey, all 7 vacant units were located on Midland Road and comprised of small units, the majority of which are on the ground floor. It

was noted at the time of the survey that only one of the vacant units was advertised to let. Marketing information provided by '2Let2You', highlights that the unit is small in size (60.3sqm), and therefore designed to accommodate a certain type of operator (niche).



Image 2: Ground floor vacant unit on Midland Road

16. Given the current economic climate, Royston has remained a healthy and vibrant centre. Indeed, such a low level of vacancy during difficult economic times is a testament to the viability and vitality of Royston District Centre. Based on the 2010 Barnsley MBC's Small Centres Report (conducted by England and Lyle), there were 10 vacancies in the centre at the time of their survey (2010), representing 21% of the total unit composition. This reduction in vacancy rates demonstrates that there is evidence of retailer confidence in the centre and recovery from the recession.

Retailer Representation

Convenience

17. For convenience goods, the District Centre is served by a 'Co-op', and a larger 'ASDA' store. Both of which seek to meet the day-to-day needs of local residents and provide car parking facilities to enable residents to utilise the stores. . As previously stated in paragraph 10, these stores are

supplemented by a 'Sainsbury's Local' and 'Fultons Foods', which provide top-up functions.

18. The centre supports a very small number of independent traders which provide a limited and niche range fresh produce. Retailers include 'GVA Jones (Bakery)', 'Mc Quillan' (Butchers), 'Jamie Attwood' (Butchers) and 'Smiths Newsagents' (Newsagents).

Comparison

19. Royston District Centre supports a number of small, independent comparison stores, including 'Petals Floral Design' (Florists), 'Cherry Cakes' (Wedding Cakes), 'Money Box Toys' (Toy Shop), 'M&D Bargains' (Discount Store), 'Serendipity Boutiques' (Clothes Shop) 'He and She Fashions' (Clothes Shop), 'Biads Charity Shop' (Clothes Shop), 'Royston Pet Supplies' (Pet Supplies), 'Royston Kitchen, Bathrooms and Bedrooms' (Home Kitchen, Bathrooms, Bedrooms), 'Cash for Clothes' (Charity Clothes), 'Willow Florists' (Florists), 'The Bike Factory' (Bike Shop), 'Discount Furniture' (Furniture Shop), 'Royston DIY and Key Cutting' (DIY), and 'New Life Bring and Buy' (Charity Clothes Shop). The Centre also support the Yorkshire based comparison store 'Weldricks Pharmacy'.

Other Services

20. The centre acts a popular service destination, with hair and beauty providers most prolific. The hair and beauty operators are all independent, and include 'Quiessence', 'Rainbow Express Tanning', 'Tankle & Beauty', 'B Gorgeous', 'Sherluck Beauty', 'Tan Excel', 'A New You', 'Shaun Barry Hair', 'Ian's Barbers', 'Royston Hair Room', and 'Bliss'.
21. Other services that operate within the centre include the national bank 'Natwest'; two betting shops operated by 'Betfred' and 'Walkers Racing'; alongside a number of independent retailers, including 'Eden Financial Services', (Accountants) 'Mason Palmer Solicitor' (Solicitors), 'Saddlers

Opticians (Opticians)', 'B Stitched Shoe Repairs' (Shoe Repair Specialist), and 'Perfect Paws Grooming' (Dog Grooming).

Restaurants, Café, Takeaway and Public Houses

22. The centre also supports a small number of independent cafés and takeaways. However, we note that there are no public houses within Royston District Centre. Traders within the café category include 'John Boys Café' and 'Deli-licious'. The centre also supports a number of takeaways which include, 'Albions Takeaway', 'Walkers Fish and Chips', 'Austerberrys Fish and Chips', 'Yummy House Chinese', 'Central Plaza', 'Deli Pizza', and 'Royston Pizzeria and Kebabs'.

Other Uses

23. Royston also contains other uses which provide additional services for the local residents including, 'Well Post Office', 'Royston Motor Company' (Car Repairs), 'Lions Autos' (Car Sales), 'Wright Brothers Exhausts' (Exhausts repair and fitting Centre), and 'D. Harding MOT Centre' (MOT Testing Centre).
24. The community of Royston is also served by a number of health centres, including a 'High Street Dental Practice', 'Royston Group Doctor Practice', and 'Arches Homecare', a specialist service provider for people suffering from long term illness including dementia. There is also the 'Wise Owl Nursery', a day nursery for children aged up to 5 years and the 'Pockets Snooker Club.' For the purpose of this survey Use Class B, C and D are not included within the composition tables.

Pedestrian Flow

25. A formal pedestrian flow count was not undertaken by Planning Potential; however, the perception of pedestrian flow in Royston District Centre was considered moderate to low at the time of the survey (Friday 10:00-12.00

pm). The majority of pedestrian activity was focused around the Co-op on the High Street, and the ASDA on Midland Road, which provide the largest car parks and main convenience stores in the centre.

Accessibility

26. Royston District Centre is surrounded by residential developments, which make it highly accessible by foot, bicycle and public transport. The B6428 (High Street) runs directly through the middle of the centre and provides the main transport route to and from the M1 and connecting settlements.
27. Residents also benefit from clearly defined pavements which facilitate movement around all aspects of the centre. The pavements connect the community to the surrounding residential settlements.



Image 3: Wide and defined pavements on Midland Road

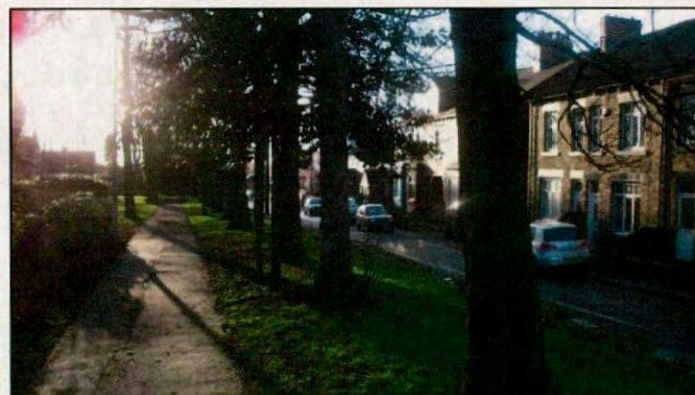


Image 4: Wide and defined pavements on Station Road leading to the Royston District Centre

28. The District Centre benefits from a good provision of on street car parking which is located on the south side of the High Street towards the Church Street Junction (see Image 5), and on the north side of Midland Road near to Sainsbury's Local, Fultons Foods and Natwest (see Image 3). There is also parking provided to the front of the 'Royston Group Doctors Practice' by Weldricks Pharmacy. There are no time restrictions or parking charges.



Image 5: On street parking located on High Street

29. There are several bus services which run frequently along Midland Road (routes 57, 59, 59 and 194), connecting Royston beyond to Barnsley and Wakefield. The bus services which run along High Street (routes 57, 59A, 451 and 451a) connect Royston to the surrounding residential areas.
30. All roads within the centre are subject to a 30mph speed limit and there is a safe pedestrian crossing on Church Street Junction, which connects High Street and Midland Road. There are no additional pedestrian crossings along Midland Road, but the speed limit is restricted to 20mph between the Church Street Junction and the ASDA entrance. There are also a number of road signs which clearly direct users in and out of the centre.
31. Dropped kerbs are provided which makes the centre inclusive and accessible to disabled users. The pavements which run along the Centre's

roads are wide and provide safe crossing places. These footpaths aid pedestrian movement by foot and provide a safe environment for shoppers.



Image 6: Wide pavements and dropped curbs at the junction of Church Street and High Street

Town Centre Environmental Quality

32. Royston is located approximately 7.0km to the North of Barnsley and has a varied townscape character, with numerous building styles both old and new. The buildings range in their state of repair from fair to very good.
33. The volume of traffic passing through the District Centre, was considered low at the time of survey. On this point, traffic flow along High Street and Midland Road are un-restricted, allowing cars and buses to travel in both directions.
34. High Street and Midland Road both benefit from well-maintained street furniture and are both litter free. Street furniture includes benches, sign posts and litter bins. However the High Street, Particularly at the Church Street Junction, has a better standard of street furniture and includes

decorative paving, large plant pots and benches; all of these features suggest a high level of civic pride in the area.



Image 7: Decorative paving and attractive large plant pots

Perception of Safety and Occurrence of Crime

35. Both High Street and Midland Road offer good, clear, litter free routes for pedestrians. At the time of survey there were no signs of anti-social activity. The majority of the ancillary roads within the District Centre were also clear of litter. Overall, the centre is perceived to be a safe and a pleasant environment.

Customers' Views and Behaviour

36. It was evident during our health checks that shoppers were primarily using the centre as a top-up shopping destination, notably for food shopping at the ASDA foodstore (main food shop) and Co-op foodstore (top-up shopping). Activity was primarily focused around the 'ASDA' and 'Co-op' with shoppers utilising this car park to visit other shops within the centre. Shoppers utilizing the centre were primarily comprised of elderly people.

Commercial Yield and Rental Levels

37. No commercial evidence is available.

Intentions to change representation/ Capacity for growth

38. The potential capacity for growth or change within the District Centre is physically constrained by the residential settlements that surround it, and the existing road networks which run through and around the centre. This proposed application seeks to provide residents with a discount convenience retail store within the Royston District Centre, this will increase choice, competition and footfall within the centre.
39. We note planning permission has been granted at Land at Midland Road for a superstore with a floorspace of 3,066sqm (Ref: 2012/1337). Given the size and nature of the development proposal, it is evident that its format has been designed to accommodate one of the 'Big 4' retailers. On this point, we note that development has not commenced on site; and that a named retailer has not been secured.

Summary

40. Overall the health check undertaken demonstrates that Royston is performing reasonably well in its role as a District Centre. The centre benefits from four national convenience retailers, 'Co-op', 'ASDA', 'Sainsbury's Local', and a 'Fultons Food' which provide local residents with a reasonable choice of basket food provision. There are also a small number of independent convenience retailers which supplements the provision offered by the national retailers.
41. The centre also provides a number of independent comparison retailers, which seek to meet the day to day needs of residents. However, it is evident that the main function of the centre is to meet the service needs of local residents. Indeed hair and beauty operators are most prolific in this sector.

42. The centre is attractive and benefits from well maintained retail units (some purpose built), fascias and street furniture. These features add to the physical character of the area and create a pleasant and functional environment for shoppers.
43. The number of vacant units within the centre is lower than the UK national average which highlights the strength of the centre and investor confidence in the area.

Appendix 5:Policy Review

APPENDIX 5: PLANNING POLICY CONTEXT

1. Within this section we provide a full review of the National Planning Policy Framework (NPPF) and key local and regional planning policies that are relevant to the consideration of this application.

National Planning Policy Framework (NPPF) (2012)

2. The new National Planning Policy Framework (NPPF) was published by the DCLG on the 27th of March 2012, and sets a precedence for sustainable economic growth.

The presumption in favour of sustainable development

3. The framework confirms the government's sustainable growth agenda as set out in the Greg Clark statements detailed in the following section, and makes clear to local authorities that applications that support sustainable economic growth should be positively supported by LPA's.
4. The framework is clear that development that is sustainable should go ahead without delay; a presumption in favour of sustainable development must be the basis for every decision. In addition where the development plan is absent, silent or relevant policies are out-of-date, LPAs are encouraged to grant permission 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; or
 - Specific policies in this Framework indicate development should be restricted.
5. Paragraph 15 states that 'policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that it is clear that development which is sustainable can be approved without delay'.

6. In addition the NPPF identifies a number of core principles that LPAs must take into consideration for decision making.

Delivering sustainable development

Building a strong, competitive economy

7. Section 1 promotes sustainable economic development, and states that *'planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system'* (paragraph 19).
8. Paragraph 21 has been summarised and states *'Investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policies should recognise and seek to address potential barriers to investment, including a poor environment or any lack of infrastructure, services or housing'*.

Ensuring the vitality of town centres

9. Section 2 seeks to ensure the vitality of town centres. Paragraph 23 encourages local planning authorities to promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres. Policies should be set for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres.
10. As a result paragraph 23 has been summarised and encourages local planning authorities to:
 - promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;

- allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available;
- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres; and,
- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

11. Paragraph 24 of the NPPF reflects Planning Policy Statement 4 'Planning for Sustainable Economic Growth' and states that "*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*". LPAs should require applications for main town centre uses to be located in town centres, then in edge of centre locations and only if suitable sites are not available should out of centre sites be considered.

12. Paragraph 26 of the NPPF 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, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500sqm). This should include assessment of:

- the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made.

Promoting sustainable transport

13. Section 4 of the NPPF relates to transport policies which reflect previous planning guidance provided in PPG13 'Transport'. The main objective of the NPPF in relation to transport is to "*actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in location which are or can be made sustainable*" (page 6).
14. Paragraph 37 states that planning policies should aim for "*a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities.*"
15. Overall, the NPPF continues PPG13 'Transport' requirement of Transport Statement or Transport Assessment and Travel Plans for all development that generate significant amounts of movement. This will aid sustainable modes of transport.

Delivering a wide choice of high quality homes

16. Paragraph 47 encourages local planning authorities to identify and update an annual supply of specific deliverable sites sufficient to provide five years worth of housing against their housing requirements, with an additional buffer of 5% to ensure choice and competition in the market for land. Where there has been a record of persistent under delivery of housing, local planning authorities should increase the buffer to 20% to provide a realistic prospect of achieving the planned supply and to ensure choice and competition.
17. Paragraph 49 states that housing applications should be considered in the context of the presumption in favour of sustainable development. Relevant policies for the supply of housing should not be considered up-to-date if the LPA cannot demonstrate a five year supply of deliverable housing sites.

18. We note that the site is an existing commercial site. Paragraph 51 encourages LPA to approve planning applications for change to residential use and any associated development from commercial buildings (currently in the B use classes) where there is an identified need for additional housing in that area, provided that there are not strong economic reasons why such development would be inappropriate.

Requiring good design

19. Section 7 of the NPPF highlights the government objective to attach great importance to the design of the built environment. As a result, good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people (Paragraph 56).
20. Under paragraph 58 *"planning policies and decisions should aim to ensure that developments:*
- *Will function and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
 - *Establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;*
 - *Optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks;*
 - *Respond to local character and history, and reflect identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;*
 - *Create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and*
 - *Are visually attractive as a result of good architecture and appropriate landscaping."*

Meeting the challenge of climate change, flooding and coastal change

21. Principle 10 addresses issues surrounding climate change, flooding and coastal change which is considered central to the economic, social and environmental dimensions of sustainable development.
22. Paragraph 95 states that *"to support the move to a low carbon future, local planning authorities should:*
 - *Plan for new development in locations and ways which reduce greenhouse gas emissions;*
 - *Actively support energy efficiency improvements to existing buildings; and*
 - *When setting any local requirement for a building's sustainability, do so in a way consistent with the Government's zero carbon buildings policy and adopt nationally described standards."*
23. In determining planning applications, local planning authorities should expect new development to:
 - *"Comply with adopted Local Plan policies on local requirements for decentralised energy supplies unless it can be demonstrated by the applicant , having regard to the type of development involved and its design, that this is not feasible or viable; and*
 - *Take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption." (Paragraph 96)*

Conserving and enhancing the natural environment

24. Paragraph 123 states that Planning policies and decisions should aim to:
 - *avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development;*

- mitigate and reduce to a minimum other adverse impacts on health and quality of life arising from noise from new development, including through the use of conditions; and,
 - recognise that development will often create some noise and existing businesses wanting to develop in continuance of their business should not have unreasonable restrictions put on them because of changes in nearby land uses since they were established.
25. Paragraph 124 of the NPPF requires planning policies to comply with and contribute towards EU limit values or national objectives for pollutants, taking into account the presence of Air Quality Management Areas and the cumulative impacts on air quality from individual sites in local areas. Royston is not located within an AQMA; however the scale of the proposal and cumulative impact with the additional supermarket approved at Royston requires an Air Quality Assessment to be submitted.

Ministerial Statement from Greg Clark, 23 March 2011

26. The Ministerial Statement is intended to ensure that local authorities prioritise growth and jobs when making planning decisions. A new presumption in favour of sustainable development underpins the statement ensuring a pro-growth policy stance with councils support growth. Specifically, the Statement states that:

'The Secretary of State for Communities and Local Government will take the principles in this statement into account when determining applications that come before him for decision. In particular, he will attach significant weight to the need to secure economic growth and employment'.

27. 'The Plan for Growth', which was published alongside the Budget in March 2011, indicates that the Ministerial Statement is intended to be a material consideration in planning decisions (page 43).

28. When deciding whether to grant planning permission, the Ministerial Statement states that local planning authorities should support enterprise and facilitate housing, economic and other forms of sustainable development. Where relevant - and consistent with their statutory obligations - they should therefore:

- (i) consider fully the importance of national planning policies aimed at fostering economic growth and employment, given the need to ensure a return to robust growth after the recent recession;
- (ii) take into account the need to maintain a flexible and responsive supply of land for key sectors, including housing;
- (iii) consider the range of likely economic, environmental and social benefits of proposals; including long term or indirect benefits such as increased consumer choice, more viable communities and more robust local economies (which may, where relevant, include matters such as job creation and business productivity);
- (iv) be sensitive to the fact that local economies are subject to change and so take a positive approach to development where new economic data suggest that prior assessments of needs are no longer up-to-date; and,
- (v) ensure that they do not impose unnecessary burdens on development.

Local Plan

Barnsley Unitary Development Plan (2000)

29. 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.
30. The Barnsley Unitary Development Plan is split in to 2 parts. Firstly 'Volume 1' contains policies which apply borough-wide. Secondly 'Volume 2-13- Community Areas', contains more community specific policies; Volume 6 provides specific policies for Royston.

31. The site is allocated as an Employment Policy Area (Policy RO4).

Volume 1: Policies

32. Section 2 of the UDP addresses Economic Development. Policy ED7 'Existing Employment Areas' states that other employment generating uses (other than traditional B class) may be permitted if they are compatible with adjoining uses. However Class A1 (Shops) are specifically defined as not a permitted use for such sites. However this is contrary to current NPPF policies and the RSS which acknowledges retail development as a form of economic development. As such, retail development is considered appropriate in this location due to the ability to generate employment; regenerate the site; attract further investment; and provide a localised convenience provision to serve the surrounding community.
33. Section 5 of the UDP sets out the Council's policies on Town Centres and Retailing. The UDP aims to enable adequate provision for retail development consistent with the needs of the community; reflect the needs of individual communities for ready access to convenience based facilities; and ensure that less able members of the community have ready access to a choice of retail facilities.
34. Policy S3 'Retail Development Outside Defined Shopping Centres' outlines that new retail development on an 'out of centre' site will be permitted where there are no alternative suitable sites available within defined centres, and where the site is accessible- therefore setting the requirement of a Sequential Assessment.
35. Policy S4 'Retail Development Outside the Defined Shopping Areas' replicated the retail and general impact tests and requires the cumulative impact of retail proposals in edge/ out of centre locations to demonstrate that such proposals will not harm any defined centre.
36. Policy BE5 'Improving Existing Areas of Poorer Quality Built Environment' seeks to enhance the environmental quality of existing housing,

commercial and industrial areas. Therefore the regeneration of the site for an Aldi foodstore would rejuvenate the site providing a fresh and modern foodstore and new public realm for the community.

37. Policy H8a deals with residential amenity. This states the scale, layout, height and design of all new dwellings proposed within the existing residential areas must ensure the living conditions and overall standards of residential amenity are provided or maintained to an acceptable level both for new residents and those existing, particular in respects of the levels of mutual privacy, landscaping and access arrangements.
38. Finally, Policy ED4 provides guidance on economic development and residential amenity and states proposals for economic development adjoining or close to housing will be assessed with particular regard to the likely impact on residential amenity in terms of:
 - Air pollution including smell, fumes, smoke, soot, ash, dust or grit;
 - Noise from operations on, or traffic entering or leaving the site; and
 - Visually intrusive buildings, plant, fencing, lighting or outside storage.

Volumes 2-13

39. Volume 11 specifically sets policies for the Royston Area. The site is allocated under policy R04 'Employment Policy Areas' which states that in accordance with policy ED7 the site should remain in employment use. Retail is now acknowledged as such a use within the NPPF.
40. Policy RO4/1 allocates the site for employment use, in accordance with Policy ED7.
41. Policy RO11 in accordance with Policy S1 identifies the principal shopping/commercial centre of Royston.

Local Development Framework

Barnsley Core Strategy (September 2011)

42. 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 Royston as a principle town in need of regeneration.
43. Policy CSP31 identifies Royston as a District Centre which have an important role serving localised catchments and meeting more local needs. To ensure they fulfil this role, the Policy states that District Centres should continue to complement and support the role of Barnsley Town Centre new retail and town centre development will also be directed to the District Centres.
44. Policy CSP31 also states that all retail and town centre developments are expected to be appropriate to the scale, role, function and character of the centres in which they are proposed. The Council's requirement of a sequential assessment is also outlined in this policy. This will help to achieve the spatial strategy for the borough and will focus development on identified centres in the first instance. 'Edge of centre' and 'out of centre' development will only be allowed where it meets the requirements of national planning policy. This is addressed in this application package.
45. Policy CSP 1 'Climate Change' requires development to reduce and mitigate the impact of growth on the environment and carbon emissions. Developments must increase the efficient use of resources through sustainable construction techniques and use renewable energy.
46. Policy CSP 2 'Sustainable Construction' requires all non-residential development to achieve at least BREEAM standard of 'very good' or equivalent.

47. Policy CSP 3 'Sustainable Drainage Systems (SUDS)' requires all developments to use Sustainable drainage systems (SUDS).
48. Policy CSP 4 'Flood Risk' requires a Flood Risk Assessment for proposals in flood zone 1 which are over 1ha in size. In addition, expecting proposals over 1000 m2 floor space or 0.4 hectares in Flood Zone 1 must demonstrate how the proposal will make a positive contribution to reducing or managing flood risk. On this point, the Policy expects all development proposals on brownfield sites to reduce surface water run-off by at least 30 and use Sustainable Drainage Systems (SuDS) in accordance with policy CSP 3.
49. Policy CSP 5 'Including Renewable Energy in Developments' expects all developments of over 1000sqm of non residential floorspace to incorporate decentralised, renewable or low carbon energy sources and other appropriate design measures sufficient to reduce the development's carbon dioxide emissions by at least 15% for applications submitted up to 2015.
50. Policy CSP 7 'City Regions' seeks to maximise the opportunities and benefits of Barnsley's favourable location in the region and the unique economic position of sitting within two City Regions.
51. Policy CSP 8 'The Location of Growth' gives priority to development in urban Barnsley and Principal Towns including Royston.
52. Policy CSP 9 'The Number of New Homes to be Built' seeks to achieve the completion of at least 21500 net additional homes during the period 2008 to 2026. The policy also states that a minimum five year supply of deliverable sites will be maintained.
53. Policy CSP 10 'The Distribution of New Homes' seeks to deliver 1,000 new homes at Royston from 2008 to 2026. This represents 5% of the Council's overall target.

54. Policy CSP 14 'Housing Mix and Efficient Use of Land' deals with the housing mix and efficient use of land and states housing proposals will be expected to include a broad mix of housing size, type and tenure to help create mixed and balanced communities. Homes must be suitable for different types of households and be capable of being adapted to meet the changing needs of the population. The policy goes on to state priority will be given to the development of previously developed land with the Council seeking to achieve between 55% and 60% of homes built on brownfield land.
55. CSP 15 'Affordable Housing' states the housing developments of 15 or more dwellings will be expected to provide affordable housing. This does not apply to the development proposal.
56. Policy CSP 19 'Protecting Existing Employment Land' seeks to safeguard existing employment sites.
57. Policy CSP 25 'New Development and Sustainable Travel' supports new development which is located and designed to reduce the need to travel, be accessible to public transport and meet the needs of pedestrians and cyclists. Developments must also provide at least the minimum levels of parking for cycles, motorbikes, scooters, mopeds and disabled people, and should not provide more than the maximum number of car parking spaces set out in a Supplementary Planning Document. Applications are also required to provide a transport statement or assessment and travel plan.
58. Policy CSP 26 'New Development and Highway Improvement'; supports new development which provides safe, secure and convenient access for all road users.
59. Policy CSP27 provides details on parking strategies in Barnsley and states that LPA will develop a parking strategy that will help to influence peoples travel. This will include the potential for shared management of car parks between the council and the private sector the potential for dedicated car

sharing spaces and other schemes to encourage change in travel behaviour.

60. Policy CSP28 deals with reducing the impact of road travel and states the Local Planning Authority will reduce the impact of road travel by implementing measures to ensure the current road system is used efficiently.
61. Policy CSP 29 'Design' expects high quality development respects, takes advantage of and enhances the surrounding areas. Development should:
 - contribute to place making and be of a high quality, that contributes to a healthy, safe and sustainable environment;
 - help to transform the character of physical environments that have become run down and are lacking in distinctiveness
 - enable all people to gain access safely and conveniently, providing, in particular, for the needs of families and children, and of disabled people and older people contribute towards creating attractive, sustainable and successful neighbourhoods.
62. Policy CSP33 deals with green infrastructure and states the network of green infrastructure will be secured by creating new open spaces as part of new development, and by using developer contributions to create and improve green infrastructure.
63. Policy CSP 39 'Contaminated and Unstable Land' requires a Phase I report for development on land that maybe subject to contamination. The Policy also encourages applications to address land stability issues resulting from coal mining activities.
64. Policy CSP 40 'Pollution Control and Protection' requires developments to demonstrate that it is not likely to result, directly or indirectly, in an increase in air, surface water and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause a nuisance to the natural and built environment or to people. Developers

will be expected to minimise the effects of any possible pollution and provide mitigation measures where appropriate.

65. Policy CSP 42 'Infrastructure and Planning Obligations' states that all development must be supported by appropriate physical, social and economic infrastructure. Development must contribute as necessary to meet all on and off site infrastructure requirements to enable development to take place satisfactorily. The Policy goes on to state that where the necessary provision is not made directly by the developer, contributions will be secured through planning obligations. Where appropriate, pooled contributions will be used to facilitate delivery of the necessary infrastructure.

Draft Development Sites and Places DPD (2012): Now Local Plan

66. The above document was released for consultation between the 23rd July 2012 and 28th September 2012. Barnsley Council have confirmed that they are no longer progressing with this document, but instead promoting a Local Plan which will be an amalgamation of elements of the Core Strategy (2011) and information submitted in support of the Draft Development Sites and Places DPD. Currently the Council are assessing sites submitted for allocation. Consultation on the Local Plan will take place summer 2014.
67. We note that the historic employment allocation for the site was not taken forward by the Council as part of this document, and comprised 'white land'. The document also defined Royston District Centre, including its primary and secondary frontages and primary shopping area.
68. Finally, we also note that the document identifies a list of policies. However, given that this document is no longer being progressed it holds no material weight and its policies have not been included on this basis.

Evidence Base

Retail Impact Analysis of Potential Superstore Developments in Barnsley (May 2011)

69. This study takes a number of superstore development scenarios and provides an analysis of their impacts on Barnsley Town Centre. It is designed to provide guidance to the Council in determining planning applications for superstores in edge or out of centre locations with regard to Barnsley Town Centre. The document provides information on market shares and trade draw analysis for existing commitments which will draw trade from the Royston zone.

Barnsley Town Centre Retail Capacity Update (March 2011)

70. This study provides an update on quantitative and qualitative capacity for additional retail development in Barnsley Town Centre (based on the 2007 household survey data). This study also provides expenditure figures for the 'Royston/North' zone until 2026. The study highlights that residents of Royston are predominately shopping at convenience stores within Barnsley. Notable convenience store destinations include ASDA, Old Moor Lane, Barnsley (£26.41 million from Zone 4) and Morrisons Barnsley (£9.63m from Zone 4) (at 2008). Consequently, both stores are significantly 'over-trading'. The district centre of Royston has a 6% market share within zone 4, which equates to a turnover of £4m.

Smaller Centre Study Addendum Report (May 2011)

71. This study updates the 'Smaller Centre Study Report' produced in 2010 following the production of Town Centre Retail Capacity Study (March 2011) and Retail Impact Analysis of Potential Superstore Developments in Barnsley Report (May 2011) for Barnsley MBC. This preceded the adoption of the Core Strategy of September 2011.

72. This Addendum Report states that PPS4 refers to the need to assess the impact of developments over 2,500 sqm gross floorspace that are not in line with the development plan and occupy either edge or out-of-centre site. This is consistent with the NPPF.
73. The document also suggest that major shopping proposals in locations outside the District Centres as defined on the maps in Figure 4 (this includes Royston) of the Smaller Centres Study report should not be permitted, in order to protect the vitality and viability of existing centres, unless the proposal can be demonstrated to be acceptable under national planning policies contained in PPS4. A "major" shopping proposal in the context of the District Centres is defined as a retail development of more than 1,000 sq. metres gross floorspace.

Smaller Centre Study Report (2010)

74. The Study provides the most up to date health checks of centres, including in centre surveys of visitors and population and expenditure figures.
75. Royston is a defined district centre within, with capacity to expand its existing town centre boundaries. A health check was undertaken as part of the study. Overall, the study found a higher than average representation of convenience stores particularly at Midland Road and therefore a lower than average comparison representation. Services uses represented 36% of total units, lower than the national average. There is a particular low leisure service representation within the area. The vacancy rate of 21% is considerably higher than the national average.
76. An in-centre study identified Royston as a popular convenience shopping destination (80%). We note that the former Netto (a discount trader) was a popular shopping destination retaining 38.7% of trade. This discount facility has now been removed, and rebranded under the ASDA banner.

Whilst the study identifies negative capacity, this was based on a static market share.

Employment Land Review (2009/2010)

77. Barnsley's most recent Employment Land Review is from April 2010. The application site is an allocated employment policy area within the UDP. However it is not an allocated site within the Employment Land Review (2009/2010). The Employment Land Review (2010) allocates a total of 127.86 ha of employment land which is below the Council's target of 350 ha which is set under CSP 11 Providing Strategic Employment Locations. It is evident that the Council did not want to progress the existing allocation within the UDP. As such the site has not been included within future LDF documents as an existing employment location.

Annual Monitoring Report

78. The Annual Monitoring Report (2009/2010) states that 3.8 hectares of employment land were developed in 2009/2010. This is below the council's policy aspirations for 350 hectares of employment land before 2026. This works out to be an average of 23.3 hectares of land a year. As noted in Paragraph 40 above, the site has not been identified or progressed through the Council's LDF documents as an existing employment site.

Barnsley Five Year 'Deliverable' Housing Land Supply Report (April 2012 – March 2017)

79. This report lays out the methodology used by the Council to arrive at the net requirement for the 2012/13 – 2016/17 period and the supply of dwellings that can be demonstrated to be deliverable in that period. 3303 net dwellings can be delivered against a requirement for 5705 net dwellings. Consequently, the Council cannot currently demonstrate a supply of specific, deliverable sites sufficient to meet the boroughs

housing requirement. In this situation the NPPF is clear, at paragraph 49, that relevant policies for the supply of housing should not be considered up to date. As a result applications for residential planning permission in the borough (including proposals on UDP Safeguarded Land and UDP Urban Land to Remain Undeveloped allocations), where it can be demonstrated that they are in a sustainable location, will be allowed.

Planning Advisory Note ("PAN") 30 – Sustainable Location of Housing Sites

80. PAN30 was adopted in July 2011 and provides guidance on housing development for the interim period prior to the Development Sites and Places DPD being adopted.
81. The aim of PAN30 is to promote the development of sustainable, deliverable housing sites consistent with national planning policy, the RSS (no revoked) and the Core Strategy. The objective is to focus new housing developments within the main settlements in the Borough and to ensure new development takes place in sustainable locations within them.
82. The guidance contains a checklist which must accompany all applications for residential development.

Supplementary Planning document – Open Space Provision on New Housing Development

83. The Supplementary Planning Document on Open Space Provision on New Housing Development was adopted in March 2012 and supplements Policy CSP35 of the Core Strategy. Given the scale of development the provision of open space is not required in this instance.

Supplementary Planning Document – Residential Amenity and the Siting of buildings

84. The Supplementary Planning document on Residential Amenity and the siting of Buildings was adopted in March 2012 and supplements Policy

CSP29 of the Core Strategy. The SPD sets out the design principles that will apply to the consideration of planning applications for non-residential buildings in proximity to existing residential properties.

85. The SPD states that for a development to make a positive impact it needs to be successfully integrated into the wider built environment in which it is located. To do this effectively new developments must fit in with their surroundings in terms of height, spacing, massing, landscaping and design and not cause undue loss of amenity to existing residents.

Designing New Housing Development

86. The above document adopted March 2012, sets out the design principles that will apply to new housing development including infill and backland development.
87. The document primarily supplements policy CSP 29 Design of the LDF Core Strategy. Whilst the document is relevant it is more focused for the reserved matters application.

Supplementary Planning Document – Parking

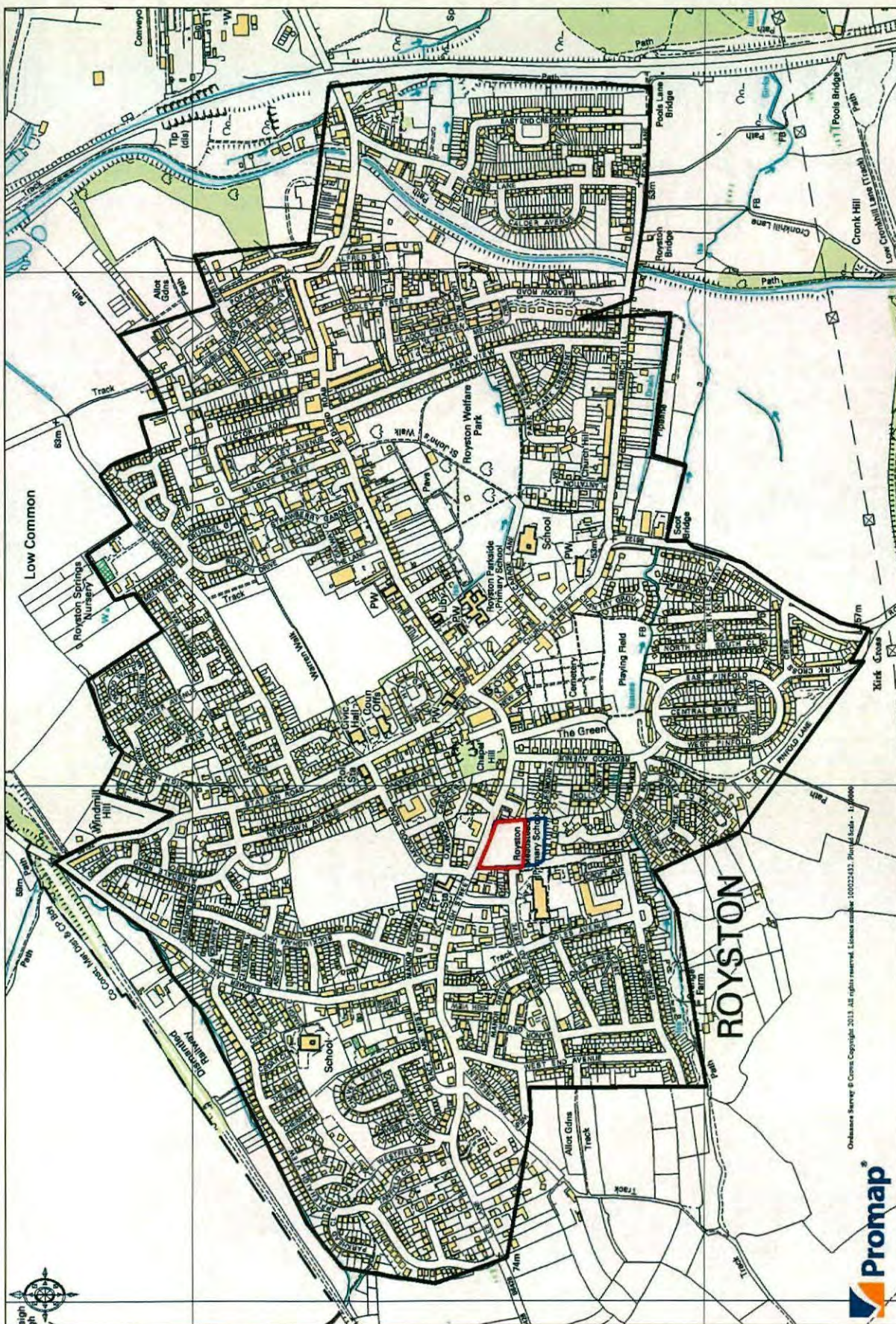
88. The Supplementary Planning Document on Park was adopted March 2012 and sets out parking standards the LPA will apply to all new development. The SPD supplements Core Strategy Policy CSP25.

Growing Barnsley's Economy (2012)

89. In 2012, Barnsley Council's Cabinet approved a document entitled 'Growing Barnsley's Economy (2012-2033) – An Economic Strategy for the Borough.' The document identifies a number of challenges to Barnsley in respect of job opportunities and raising the skill base of the district.
90. In light of the above, the Economic Strategy also recognises that housing plays a key role in both stimulating and supporting economic growth. The

Council is acutely aware of the importance of changing the housing mix within the Borough, particularly in terms of delivering lower-density housing and increasing the breadth of housing supply.

Appendix 6: Catchment Plan



Author: CB

**Planning
Potential**



14-15 Regent Parade, Harrogate, HG1 5AW
Tel: 01423 502123 | Email: info@planningpotential.co.uk
www.planningpotential.co.uk

Title: Catchment Plan
Job Number: 13/1871

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Date: 08/07/2013

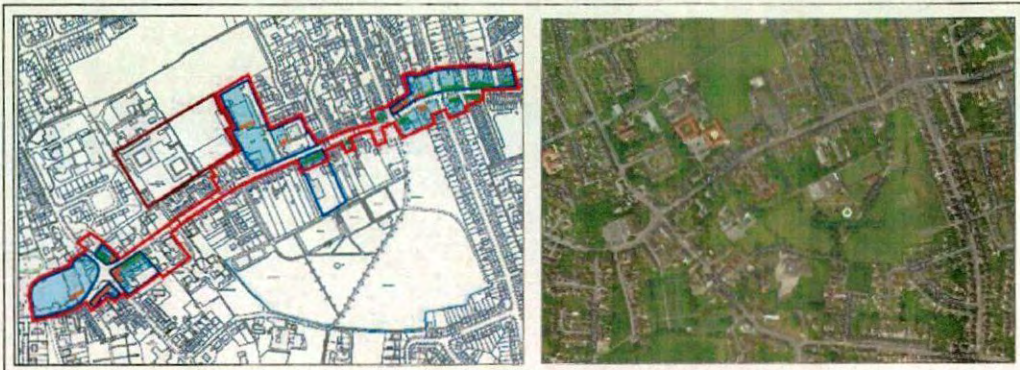
Appendix 7: Sequential Pro-Formas

Sequential Analysis - Royston

Planning
Potential



Planning Regeneration and Development



Site 1: Royston District Centre: Vacant Units

Size: A health check of Royston District Centre identified 7 vacant units, representing 11% of units in the whole centre. We note that this is significantly below the UK's national average of 12.53%. From our assessment, the majority of these units are small in size (less than 100 sqm) and dispersed throughout the centre.

Location: Vacant units assessed are within the town centre boundary of Royston.

It is part of the make-up of any town centre that vacancies exist. They allow for new investment and ensure that vitality of the town by allowing for the introduction of new retailers. It is better for the viability of the town as a whole that retailers such as comparison retailers and independents can locate within units commonly found within centres.

Given the current economic climate, Royston since the Council's 2010 survey has become a healthy and vibrant centre. Indeed, such a low level of vacancy during difficult economic times is a testament to the viability and vitality of Royston District Centre.

Availability: The majority of the available vacant units are dispersed throughout the centre, are small in size, and adjoining existing retail units which are currently occupied. In order

Sequential Analysis - Royston

Planning
Potential



Planning Regeneration and Development

to acquire a site large enough to accommodate the proposed development a 'Compulsory Purchase Order' (CPOs) would be required. This would involve the displacement of the units which could accommodate national and independent retailers. This would be detrimental to the vitality and viability of the Town Centre.

Suitability/ Viability:

As discussed above, the majority of the vacant units within the District Centre fall below 100sqm in size. These units can be discounted on the basis that they are too small to accommodate the entire mixed-use development scheme proposed. Alternatively, if the proposals were segregated; a site sufficient to accommodate an Aldi foodstore which is capable of providing a main food shopping function is not feasible within the centre. As discussed in the accompanying statement, Aldi require a minimum site area in order to achieve an optimum site for their operating model.

At the time of survey in February 2014, only one vacant unit was actively being marketed, this is discussed below.

141 Midland Road



Availability

It was noted at the time of the health check that the vacant unit at Midland Road was currently up for let by '2let2you'.

Sequential Analysis - Royston

Planning
Potential



Planning Regeneration and Development

Suitability

The marketing information for the property notes that the unit is approximately 60sqm in size, and comprises ground floor premises only. It is evident that the size of the unit is designed to accommodate a niche retailer and can be discounted on this basis, as it is too small to accommodate the development proposal.

Conclusions:

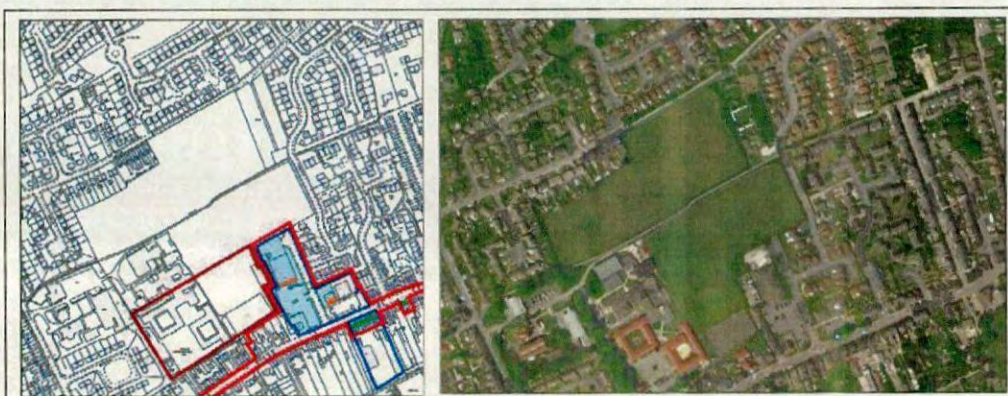
There are no vacant units within the centre that can provide the site area requirements that would provide a suitable or viable development opportunity for Aldi and/or QUORA Developments Limited.

Sequential Analysis - Royston

Planning
Potential



Planning Regeneration and Development



Site 2: Land at Midland Road, Royston

Size: 7ha (17 acres)

Location: The site is located centrally within the town of Royston, with Station Road to the west, Midland Road to the south, Common Lane to the north and both The Lane and Ruston Drive to the east.

also in close proximity to the major civic hub of Royston (Civic Hall, Library and leisure Centre) as well as the commercial core of the town, which takes the form of linear district centre along both Station Road/Church Lane, High Street and Midland Road.

The site is edge-of-centre and is therefore sequential equal to the application site.

The site was formerly occupied by Royston High School which was demolished in the summer of 2011 as it became surplus to the requirements of Barnsley MBC. Consequently, the site was identified as a development opportunity within the Council's 2010 Small Centre Study.

Availability: In terms of availability, whilst we acknowledge that the site is 'available' to accommodate convenience retailing; the site is not suitable for the reasons identified below.

Sequential Analysis - Royston

Planning
Potential



Planning Regeneration and Development

Suitability: A significant proportion of Land at Midland Road is anticipated as being a foodstore, designed to accommodate one of the 'Big 4' retailers, as demonstrated in the table below:

Supermarket	Floorspace (sqm)
Convenience Goods	1672
Comparison Goods	186
Net Floorspace	1,858
Lobby/toilets/back up etc	1,208
Total	3,066

Currently no operator is confirmed, but clearly this aspect is unsuitable for the application proposals, given its size at 3,066 which is not in line with Aldi's business model with is half the size of that proposed and could not deliver the wider regeneration benefits associated with a site that size.

The proposal site is within an accessible location for residents living on the eastern side of town who do not benefit from a store within walking distance. This was identified at the public consultation. The store will therefore meet an identified need that cannot be met in a different location.

As noted within Section 5 of the accompanying RIA; essential to the success of an Aldi store is active street frontage onto a main road. We note that this site does not benefit from active street frontage, given its position behind a linear row of retail units, beyond which is Midland Road. This issue has been acknowledged by Officers on the viability of the site, and its ability to attract an anchor tenant. To deliver a realistic retail opportunity on this site, an anchor tennant will need to be sought who can draw significant levels of custom without the need for visibility in the form of main road frontage. In addition the recently published National Planning Policy Guidance (2014) recognises that "certain main town centre uses have particular market and locational

Sequential Analysis - Royston

Planning
Potential



Planning Regeneration and Development

requirements which mean that they may only be accommodated in specific locations".

Conclusions:

For the reasons discussed, this site can be discounted on the grounds of NPPF 'suitability'.



Appendix 8: Case Studies



ALDI, DINNINGTON

Store Location: Dinnington Town Centre

Progress: Store opened March 2012

The Proposals: Redevelopment of a former Co-op store to anchor the town centre.

The scheme

The proposals involved the redevelopment of a former Co-op store that at the time of the application had laid redundant for over 12 months. The site was in an untidy state and in need of complete redevelopment.

The proposals were made in accordance with the newly published PPS4 which supported the development proposed.

As well as being policy compliant, the proposals offered a number of additional positive benefits including;

- Employment opportunities,
- High quality design and reduction in carbon emissions,
- Investment and regeneration,
- Opportunities to improve landscaping,
- Reduced shopping bills for an area suffering from high levels of unemployment,
- Choice for local residents,
- Reduction of trade leakage to out of centre stores in Sheffield and Worksop.

As part of the planning process, minor design changes were made to the scheme to ensure that the proposal respected the character of the adjacent Conservation Area.

The store is 990sqm net, and has 84 car parking spaces that can be used by those visiting the town centre to encourage linked trips and spin-off trade.

Update August 12

The store is trading well and residents are benefiting from local jobs and low cost shopping. The car park provides an important facility for linkage with the town centre and appears to be well used by those carrying out linked trips.

The contribution the store has made to town centre regeneration has been highlighted by the policy and regeneration adviser for Barnsley and Rotherham Chamber of Commerce who stated in a press article in May 2012 that 'Aldi have invested in the town and provided a catalyst to increase economic activity, reduce long term unemployment through new sustainable employment opportunities and raise the aspirations of local people'.



Aldi, Dinnington

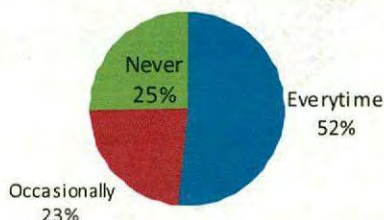
Store Location: Dinnington, Rotherham

The Aldi store opened in 2011 and provide a main food shopping destination for residents of Dinnington and the surrounding area.

Shopper surveys were undertaken in March 2013 to establish linked trips, 150 customers were interviewed over the course of a day.

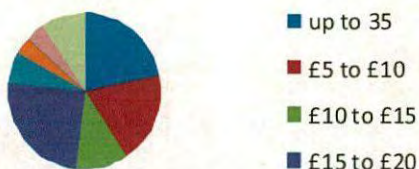
The majority of shoppers visited the town centre whilst shopping at the Aldi store. **52%** of customers visited the centre **every time** they visited the Aldi store. A further **23%** visited the town centre occasionally. Out of all the people who visited the town centre, **71%** purchased additional convenience goods.

When visiting Aldi Dinnington do you visit the town centre?



In terms of the amount of money spent in the centre, customers were asked their average spend. This equates to **£18** per head. In monetary terms out of 150 people shopping at Aldi creates additional expenditure of **£1,404** for the centre per 150 people. This does not include people who only 'occasionally' visit the centre. In total, this can be quantified at around £2.5m for an average store.

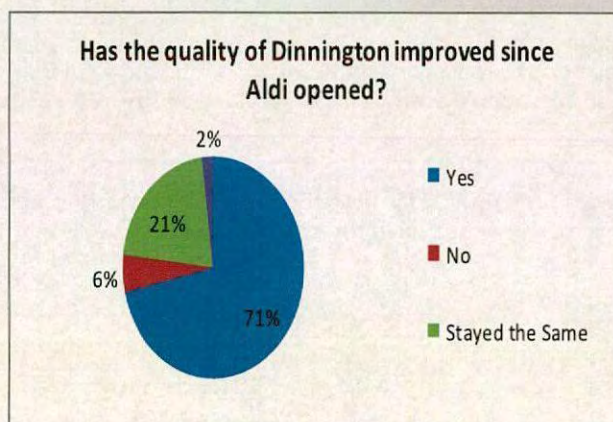
How much on average would you spend in the town centre?





Aldi, Dinnington

The majority of shoppers (**70%**) felt there had been improvements to the centre overall since the opening of the Aldi store. Only 5% felt that there hadn't been any improvement to the centre at all.



The majority of customers 81% confirmed that Aldi was their main food shopping destination. 19% still continued to use other stores to undertake a main food shopping trip.

49% of customers who visited the store were from the same postcode (S25 – Dinnington and Anston). Most of the remainder of customers are from S66 (Maltby and Wickersley/Bramley) and S26 (Swallownest/ Aston and Kiveton). These areas lack a food discounter which is people are currently prepared to travel.

It can be concluded that the store serves a main food shopping function and assists in retaining trade within the town centre. The centre benefits from high levels of linkage due to the Aldi and the perception from customers is that the town centre has improved.



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.

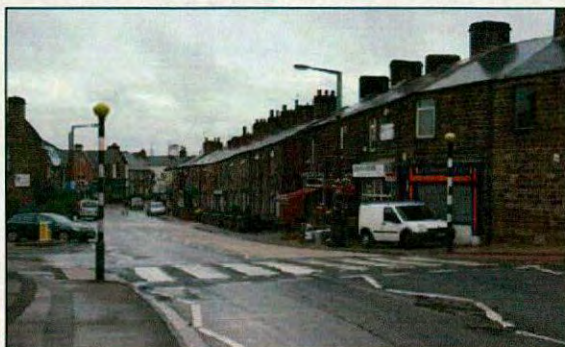
The committee report concluded that the proposals would deliver a high quality development which would respond positively to the regeneration of a longstanding vacant site bringing both economic and environmental benefits. The report also concludes that the site is in a highly sustainable location which 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 town centres of Darton, Dodworth and Mapplewell have continued to trade. This is demonstrated by each centres low vacancy rate and diversity of provision, served by its own food 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 a village to the north of Barnsley and comprises a local centre which seeks to meet the day-to-day needs of local residents. The centre is linear in form, 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.
Number of Units:	The centre comprises 21 units, including 2 convenience units; 6 comparison; 6 services; 4 restaurants/ cafes/ takeaways/ public houses; and 3 miscellaneous. Finally it is important to note that the centre has 0 vacant units.
Status in Development Plan:	Darton centre is identified as a Local Centre within the Barnsley UDP (2000).
Convenience/ Comparison Ratio:	2 convenience units, representing 9.5% of all units. 6 comparison units, representing 28.6% of all units.
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.

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 former coal mining village to the west of Barnsley; located in close proximity to Junction 37 of the M1 Motorway. The village comprises a local centre which is traditional and linear in form, with its retail offer dispersed in close proximity to the central road junction in the settlement.
Number of Units:	The centre comprises 28 units, including 3 convenience units; 7 comparison; 6 services; 7 restaurants/ cafes/ takeaways/ public houses; and 4 miscellaneous. Finally it is important to note that the centre has only 1 vacant unit.
Status in Development Plan:	Dodworth centre is identified as a Local Centre within the Barnsley UDP (2000).
Convenience/ Comparison Ratio:	3 convenience units, representing 10.7% of all units. 7 comparison units, representing 25% of all units.
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.

Aldi Case Study:**Mapplewell Local Centre**

Travel Distance From Aldi Store to Mapplewell Local Centre:

The store is located 3km from Mapplewell Local Centre, as defined in Barnsley MBC's UDP (2000).

Characteristics of Mapplewell Local Centre:

Mapplewell is a village located towards the northern edge of Barnsley, in a fairly low density area. The village comprises a local centre which is dispersed over a wide area. with a linear/corner junction style layout.

Number of Units:

The centre comprises 73 units, including 9 convenience; 14 comparison; 22 services; 12 restaurants/ cafes/ takeaways/ public houses; and 8 miscellaneous. The centre also comprises 8 vacant units respecting 10.9% of units. This figure is still below the national average of approximately 13%.

Status in Development Plan:

Mapplewell centre is identified as a Local Centre within the Barnsley UDP (2000).

Convenience/ Comparison Ratio:

9 convenience units, representing 12.3% of all units.

14 comparison units, representing 19.18% of all units.

Presence of Convenience Retailers:

The centre is anchored by a Co-op (850sqm net) and is supported by a Costcutter (300sqm net); Premier (56sqm net); Farm Shop and a number of butchers and bakers.

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 (information taken from 2012 Health Check produced as part of a planning application for a new foodstore at New Street, Barnsley).
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 (3,380sqm: net) foodstore and a new Lidl store at Peel Street (1,286sqm).



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 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.



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.