

## **APPENDIX 1**



EST. 1884

Adrian Russell  
Helical Retail Ltd  
5 Hanover Square  
London W1S 1HQ

28<sup>th</sup> May 2015

Dear Adrian

**PROPOSED MARKS & SPENCER SIMPLY FOOD STORE - UNIT 3, CORTONWOOD SHOPPING PARK**

I write to confirm our support for the planning application to lift the restriction against the sale of food within the unit we intend to occupy here for a Simply Food Store. We have M&S Board approval for this conditional on the grant of planning permission for our proposed occupation.

I understand that your planning consultant will make this letter available to the local planning authority. I would therefore like to explain that our Simply Food concept has been developed since 2001 to bring the M&S brand of high quality food and drink products to a wider range of customers both through locating in town centres which historically would have been too small to attract a Marks & Spencer store selling our non-food goods, and in suburban or other areas in towns and cities, away from our existing stores selling both larger non-food and food stores where there is an opportunity to provide stores which are more convenient than the major shopping centres for regular food shopping trips. This enables us to make what we believe is our qualitatively different offer more readily available to a wider number of customers and expand our market share. Cortonwood is an example of this second type of location.

We see the proposal as having a range of benefits for our existing and future customers including through the convenience of being able to purchase items, whether in conjunction with shopping trips to your neighbouring and the wider retail parks at Cortonwood, or as an additional food retailing facility for local area residents. As such, we will be extending choice, competition and diversity in food retailing for users of the retail park and for local residents and complementing our other stores in surrounding areas which sell both non-food and food goods. Our intention is to increase our food market share and, consistent with this we remain committed to our stores within Barnsley (Queen Street), Rotherham Parkgate and Meadowhall which have been subject to recent investment and will remain unaffected by this proposal. .

We would expect to create around 50-55 jobs overall in the new store. We would recruit as many of the new staff required to work in the store as possible from the local area. This is Company policy with all new store openings. The jobs will be a flexible mix of full and part time positions with attractive remuneration and conditions, with training provided and a defined career route available to all new starters.

In the meantime, please do contact me should you need further clarification on our proposals.

Yours sincerely,

**Chris Smith**

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## **APPENDIX 2**

This map illustrates the retail geography of the Sheffield region, divided into four numbered areas. Red squares mark town centres, while black squares denote other retail locations. The map includes a scale bar (0 to 5 miles) and a license number (100022432).

**Legend:**

- Town Centres (Red Square)
- Other Retail Locations (Black Square)

**Scale:** 0 1 2 3 4 5 miles

**License No:** 100022432

### Other Retail Locations

A horizontal number line with tick marks at 0, 1, 2, 3, 4, and 5 km.

**License No: 100022432**

## **APPENDIX 3**

### Derivation of Available Convenience Goods Expenditure at 2019

Based on 2014 Anysite Report (in 2011 prices)

Convenience Expenditure per person (£ per annum)

| zone | 2011 (p13 of Anysite Report 2014) | 2011 without SFT (2011 -2.1%, p28 REG 2013/2014) | Grow to 2012 (2011 - 0.6%)( p32 REG 2013/2014) | Grow to 2013 (2012- 0.3%)(p32 REG 2013/2014) | Grow to 2014 (2013 - 0%)(p32 REG 2013/2014) | 2014 without SFT ( 2014- 2.3%, p28 REG 2013/2014) | Grow to 2015 Convenience Expenditure per person (p32 REG 2013/2014) (2014 + 0.3%) | Grow to 2016 (p32 REG 2013/2014) (2015 + 1%) | Grow to 2017 (p32 REG 2013/2014) (2016+1.3%) | Grow to 2018 (p32 REG 2013/2014) (2017+1.2%) | Grow to 2019 (p32 REG 2013/2014) (2018 +1.1%) | 2019 without SFT (2019 - 2.4%) |
|------|-----------------------------------|--------------------------------------------------|------------------------------------------------|----------------------------------------------|---------------------------------------------|---------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------|----------------------------------------------|----------------------------------------------|-----------------------------------------------|--------------------------------|
| 1    | £1,668.00                         | £1,632.97                                        | £1,657.99                                      | £1,653.02                                    | £1,653.02                                   | £1,615.00                                         | £1,657.98                                                                         | £1,674.56                                    | £1,696.33                                    | £1,716.68                                    | £1,735.57                                     | £1,693.91                      |
| 2    | £1,667.00                         | £1,631.99                                        | £1,657.00                                      | £1,652.03                                    | £1,652.03                                   | £1,614.03                                         | £1,656.98                                                                         | £1,673.55                                    | £1,695.31                                    | £1,715.65                                    | £1,734.52                                     | £1,692.90                      |
| 3    | £1,665.00                         | £1,630.04                                        | £1,655.01                                      | £1,650.04                                    | £1,650.04                                   | £1,612.09                                         | £1,655.00                                                                         | £1,671.55                                    | £1,693.28                                    | £1,713.59                                    | £1,732.44                                     | £1,690.87                      |
| 4    | £1,695.00                         | £1,659.41                                        | £1,684.83                                      | £1,679.78                                    | £1,679.78                                   | £1,641.14                                         | £1,684.81                                                                         | £1,701.66                                    | £1,723.78                                    | £1,744.47                                    | £1,763.66                                     | £1,721.33                      |

REG - Retail Expenditure Guide

Total Expenditure without SFT (£)

| zone                                                         | Population 2014 (p10 of Anysite Report 2014) | 2014 Total Convenience Expenditure | Population 2019 (p11 of Anysite Report) | 2019 Total Convenience Expenditure |
|--------------------------------------------------------------|----------------------------------------------|------------------------------------|-----------------------------------------|------------------------------------|
| 1                                                            | 74011                                        | £119.53                            | 76835                                   | £130.15                            |
| 2                                                            | 13703                                        | £22.12                             | 15827                                   | £26.79                             |
| 3                                                            | 24242                                        | £39.08                             | 24799                                   | £41.93                             |
| 4                                                            | 16560                                        | £27.18                             | 17441                                   | £30.02                             |
| <b>Zone Sub total</b>                                        |                                              | <b>£207.90</b>                     |                                         | <b>£228.90</b>                     |
| Out of Centre (2014+15% existing; 2019+17% with development) |                                              | £31.19                             |                                         | £38.91                             |
| <b>TOTAL</b>                                                 |                                              | <b>£239.09</b>                     |                                         | <b>£267.81</b>                     |

## **APPENDIX 4**

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### MAIN CONVENIENCE GOODS TRADING LOCATIONS WITHIN THE CATCHMENT AREA AND TRADING PERFORMANCE

| Location                                             | Convenience Sales Area (and Source) (m <sup>2</sup> ) | Average Trading Density (Estimate) (£m per m <sup>2</sup> ) | Total Convenience Goods Turnover at Average Performance (£m) |
|------------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------|
| <b>Stores within the Catchment Area's Centres</b>    |                                                       |                                                             |                                                              |
| <b>Swinton</b>                                       |                                                       |                                                             |                                                              |
| Co-op Supermarket, 1 Station Road, Swinton           | 859                                                   | 8,395                                                       | 7.21                                                         |
| Other convenience floorspace                         | 1,210                                                 | 4,000                                                       | 4.84                                                         |
| <b>Wath-Upon-Deerne</b>                              |                                                       |                                                             |                                                              |
| Asda 107-111 High Street                             | 745                                                   | 12,496                                                      | 9.31                                                         |
| Other convenience floorspace                         | 487                                                   | 4,000                                                       | 1.95                                                         |
| <b>Wombwell</b>                                      |                                                       |                                                             |                                                              |
| Tesco Express at 62 High Street                      | 279                                                   | 15,179                                                      | 6.43                                                         |
| Fultons Foods                                        | 250                                                   | 6,000                                                       | 1.50                                                         |
| Other convenience floorspace                         | 1,100                                                 | 4,000                                                       | 4.40                                                         |
| <b>Goldthorpe</b>                                    |                                                       |                                                             |                                                              |
| Co-op 1-11 Doncaster Road                            | 278                                                   | 8,395                                                       | 2.33                                                         |
| Asda, High Street                                    | 765                                                   | 12,496                                                      | 9.56                                                         |
| Other convenience floorspace                         | 1,044                                                 | 3,000                                                       | 3.13                                                         |
| <b>Hoyland</b>                                       |                                                       |                                                             |                                                              |
| Co-op King Street                                    | 120                                                   | 8,395                                                       | 1.01                                                         |
| Other convenience floorspace                         | 290                                                   | 4,000                                                       | 1.16                                                         |
| <b>Hoyland Common (local centre)</b>                 |                                                       |                                                             |                                                              |
| Co-op, Hoyland Road                                  | 241                                                   | 8,395                                                       | 2.02                                                         |
| Other convenience floorspace                         | 200                                                   | 4,000                                                       | 0.80                                                         |
| <b>Mexborough</b>                                    |                                                       |                                                             |                                                              |
| Tesco Metro, 1 Market Hall                           | 1,258                                                 | 15,179                                                      | 19.09                                                        |
| Co-op, Ardwick Road                                  | 279                                                   | 8,395                                                       | 2.34                                                         |
| Other convenience floorspace                         | 300                                                   | 4,000                                                       | 1.20                                                         |
| <b>Freestanding Stores within the Catchment Area</b> |                                                       |                                                             |                                                              |
| Tesco Extra, Biscay Way (near Wath)                  | 3,778                                                 | 8,927                                                       | 33.73                                                        |
| Aldi Colliery Avenue (near Goldthorpe)               | 836                                                   | 8,261                                                       | 6.91                                                         |
| Morrisons at Cortonwood                              | 3194                                                  | 14,809                                                      | 47.30                                                        |
| Lidl store off Greens Way, Mexborough                | 836                                                   | 3,960                                                       | 3.31                                                         |
| Asda Welfare Road, Thurnscoe (former Netto)          | 721                                                   | 12,496                                                      | 9.01                                                         |

Notes:

1. All retailer trading densities taken from Mintel's Retail Rankings 2014 without adjustment other than for Tesco when analysis of related results has computed their superstore format density, i.e. at Wath. The trading density of 'other convenience goods floorspace' is estimated at either £3,000m<sup>2</sup> or £4,000m<sup>2</sup>. The Coop value may overstate the performance of its smaller stores.
2. The relevant convenience goods sales floorspace figures are derived from various sources including the Council commissioned, Rotherham Retail Study 2011, the Institute of Grocery Distribution's Directory of Grocery Stores (2014) and personal inspection. Appropriate adjustments from total sales areas provided in these documents have been made as necessary by applying realistic deductions.

## **APPENDIX 5**

## MAIN CONVENIENCE GOODS TRADING LOCATIONS OUTSIDE THE CATCHMENT AREA

| Location                                                         |
|------------------------------------------------------------------|
| <b><u>Stores Outside Centres</u></b>                             |
| M&S, Meadowhall                                                  |
| Morrisons, Parkgate Shopping Park                                |
| M&S, Parkgate Shopping Park                                      |
| Asda, Taylor Road, Parkgate                                      |
| Tesco, Civic site, Rotherham                                     |
| Asda, Aldwarke Lane, off Doncaster Road, Rotherham               |
| Aldi, Fitzwilliam Road, Rotherham                                |
| Aldi, Park Street, Masbrough, Rotherham                          |
| Tesco Extra, Barnsley Retail Park, (Stairfoot)                   |
| Sainsbury's at Stairfoot Business Park (former-B&Q) – Commitment |
| Morrisons, Lower Thomas Street, Barnsley                         |
| Aldi, Doncaster Road, Barnsley                                   |
| Lidl Peel Street, Peel Centre, Barnsley                          |
| Asda, Thomas Street, Worsborough                                 |
| Asda, Grimethorpe                                                |
| Morrisons, The Common, Ecclesfield                               |
| Aldi, Ecclesfield                                                |
| Proposed Supermarket at Station Road, Mexborough – Commitment    |
| <b><u>Stores Within Centres</u></b>                              |
| <b>Barnsley Town Centre</b>                                      |
| Marks & Spencer Food Hall, 7 Queen Street                        |
| Iceland, 8/9 The Alhambra Centre, Cheapside                      |
| Iceland, 13-17 Peel Street                                       |
| Other convenience floorspace including Barnsley indoor Market    |
| <b>Rotherham Town Centre</b>                                     |
| Existing Tesco (Forge Island)                                    |
| Other convenience floorspace                                     |
| <b>Chapelton District Centre</b>                                 |
| Asda, Chapelton                                                  |

Note: This may not be a definitive list and there is no set outer limit used to identify stores.