

Retail Statement

On behalf of:
Litton Properties Limited

In respect of:
Former Market Street School
Market Street
Hoyland

Date:
March 2011

Reference:
MBr/CD/11169LEE/R001MBr



CONTENTS

EXECUTIVE SUMMARY 2

1.0 INTRODUCTION 3

2.0 SITE DESCRIPTION AND PLANNING HISTORY 4

3.0 PROPOSED DEVELOPMENT 6

4.0 PLANNING POLICY 8

5.0 REVIEW OF SHOPPING PATTERNS AND RETAIL PROVISION 15

6.0 RETAIL ASSESSMENT 22

7.0 CONCLUSIONS 39

APPENDICES

Appendix 1: Plan of Catchment Area

Appendix 2: Economic Tables

Appendix 3: Planning Policy Review

Appendix 4: Healthchecks

Appendix 5: Sequential Sites Plan

EXECUTIVE SUMMARY

This planning application proposes the construction of an A1 retail foodstore and associated parking and landscaping on the former Market Street School and adjacent land in Hoyland, South Yorkshire. The site is currently vacant, and all buildings and equipment associated with the former use as a school and adjacent recreational areas have been removed from the site.

The site is located approximately 500m from Hoyland District Centre which is located to the south of the site at the southern end of Market Street. In retail terms, using guidance in PPS4, the site is out of centre – being beyond 300m from the defined town centre as no primary shopping frontages exist. Notwithstanding this, we consider that there is a reasonable opportunity for a degree of linked trips as a result of the flat and direct route between the proposed store and town centre. In any event, our opinion is that the proposed development site is the most sequentially preferable in Hoyland, despite it's out of centre location. This Assessment demonstrates that there are no alternative suitable, available or viable sites in either Hoyland or Wombwell.

There is clear evidence, manifest in the Council's own 2010 Small Centres Study that current shopping facilities in Hoyland and Wombwell are not capturing any significant degree of main food shopping expenditure, and furthermore that local shoppers dislike the poor range of foodstores the centre offers. Shopping facilities in Hoyland and Wombwell therefore cater primarily for top-up shopping. Consequently, main food shopping patterns in the Catchment Area are dispersed, and are dominated by out of centre stores at Cortonwood Retail Park and the Tesco Store at Wombwell Lane. This development proposal is aimed at catering for this main food shopping market, but in a location which is closer to Hoyland District Centre. It is considered that the proposal will primarily claw back expenditure which is currently leaking from the Catchment Areas of Hoyland and Wombwell to stand alone out of centre shopping destinations. In doing so, it will retain main food shopping expenditure closer to the defined centre of Hoyland, without resulting in any significant adverse impact on existing facilities in Hoyland or Wombwell. The site's location will provide an impetus to retain shoppers locally, as well as resulting in increased benefits for local businesses through an increased likelihood of linked trips.

The redevelopment of this vacant brown field site will include a number of sustainable design features and provide a significant boost to local employment opportunities, providing approximately 140 (FTE) employment positions.

1.0 INTRODUCTION

- 1.1 This Retail Statement is submitted on behalf of Litton Properties Limited in support of a planning application proposing the construction of an A1 retail foodstore and associated parking and landscaping on the former Market Street School and adjacent land in Hoyland. Although Litton Properties are applicants in respect of this planning application, there is a conditional agreement in place for Tesco Stores Limited to operate the proposed store if planning permission is forthcoming.
- 1.2 This statement includes a detailed review of the site and proposed development, a review of relevant planning history and policy guidance. It also assesses the existing shopping provision and shopping patterns within the Catchment Area, before going on to examine the proposal against the sequential and impact assessments in PPS4.
- 1.3 The planning application package also consists of the following documents:

Document	Consultants
Submission Plans	The Harris Partnership
Design, Access and Sustainability Statement	The Harris Partnership
Transport Assessment	Savell Bird & Axon
Travel Plan	Savell Bird & Axon
Tree Survey	Rodney Helliwell
Ecology Report	Stroma
BREEAM Assessment	Stroma
Geological Report	BSP Consulting
Contaminated Land Report	BSP Consulting
Noise Assessment	Stroma
Flood Risk Assessment	Stroma
Drainage Strategy	BSP - Consulting
Archaeological / Heritage Statement	Allen Archaeology

2.0 SITE DESCRIPTION AND PLANNING HISTORY

Site Description

- 2.1 The site is located to the east of the junction of Market Street and Wombwell Lane in Hoyland and is currently accessed from Wombwell Lane which links to the Dearne Valley Parkway. The site is approximately 2.05ha in area and comprises three main elements, namely:
- The former school site (c 1.47ha);
 - A former play area (c 0.41ha); and
 - A former garage court (c 0.19ha).
- 2.2 The site is vacant, with the buildings and equipment associated with these areas having been demolished and removed from the site following the school's closure in 2002. The footprints of the former school buildings and former areas of hardstanding associated with the play area and garage court are however still evident on site. Aside from these features, the site is overgrown and untidy in appearance, largely as a result of the period of time the site has been vacant. The site is currently enclosed by secure palisade fencing to both the Wombwell Lane and Market Street Elevations and appears untidy in the streetscene.
- 2.3 In terms of the surrounding area, residential areas are located to the east and west of the site, with a care home located immediately to the southwest. To the south east of the site, there is an area of Council owned land lying between the care home and residential properties on Cumberland Close which remains undeveloped.
- 2.4 To the north is Platts Common Industrial Estate, a substantial employment / industrial estate which is protected for such uses in the Unitary Development Plan. Platts Common is sat up significantly higher than Wombwell Lane and the application site. There also exists a mature landscaped buffer to the southern edge of the industrial estate adjacent to Wombwell Lane which, combined with this change in levels, separates this area from the development site.
- 2.5 Hoyland Town Centre (as defined in the Barnsley Unitary Development Plan) lies

further south of the site and is focussed on the High Street / Southgate gyratory. Hoyland Town Centre is located approximately 500m from the development site and benefits from direct linkage on Market Street.

- 2.6 The proportion of shops in Hoyland Town Centre is relatively high with a total of 31 units in the centre (12 convenience retailers and 19 comparison retailers). This includes a Co-operative supermarket and a number of small independent convenience and comparison retailers. As well as retail facilities, Hoyland also has a number of other services including a doctor's surgery and opticians, and the ongoing redevelopment of a site adjacent to the Town Hall to provide a health centre, library and a number of other community facilities.

Planning History

- 2.7 The development site's planning history relates to the former Market Street School which is no longer present on the site. There have been no relevant planning applications on the site since the closure of the school in 2002 and the removal of school buildings from the site.

3.0 PROPOSED DEVELOPMENT

3.1 Litton Properties Limited propose the construction of an A1 retail foodstore together with associated car parking, landscaping and associated works on the former Market Street School and adjacent land in Hoyland. The proposal will provide a high quality, modern foodstore which will trade as a Tesco store and is intended to cater primarily for the main food shopping needs of the residents of Hoyland and the surrounding residential areas.

3.2 The proposed foodstore store will have a gross floorspace of 2,594m² and net (retail) sales area of 1,530m² (excluding checkouts and areas of circulation with public access). A breakdown of the floorspace proposed is shown below:

Proposed Store	Floorspace
Food Goods	1,344m ²
Non-Food Goods	186m ²
Net (Retail) Sales Floorspace*	1,530m²
Total Net Floorspace (including checkouts, lobby and circulation)	1,858m ²
Total Gross Floorspace	2,594m²

Table 1: Floorspace Breakdown

3.3 Internally, the store will provide a wide range of convenience goods including an in-store bakery, fresh fish and meat counters and a deli. The store will also provide a very modest range of comparison goods and other services to complement the store's convenience offer. This modest comparison offer will include items such as magazines, health and beauty and baby products and a very limited offer of clothing and electrical goods.

3.4 In terms of external appearance, the store is to be constructed from a mixture of materials including:

- Timber larch panelling;
- Oyster colour composite cladding;
- Glazing; and
- Kingspan roofing materials.

* Competition Commission definition of Net Floorspace as referred to at Annex A of PPS4 Good Practice Guide

- 3.5 Vehicular access to the site will be taken from a similar position to the existing access from Wombwell Lane. This access will however be slightly relocated and upgraded to provide an access road suitable for servicing and customer vehicles. This will include highways works to the adopted highway including a dedicated right turn lane into the site from Wombwell Lane for vehicles approaching from the south west.
- 3.6 Pedestrian access is provided alongside the vehicular access through the provision of dedicated footways linking to the pedestrian footways outside the site. In addition, the development also proposes the inclusion of a dedicated pedestrian link to the south west of the development site onto Market Street. This location is considered best suited to accommodating shoppers on foot from the residential areas to the west, and additionally providing the greatest opportunity for linked trips with the defined town centre approximately 500m further south on Market Street. There are also existing dedicated bus stops in this location in both the north bound and south bound directions.
- 3.7 The development proposal also proposes a quality landscaped setting for the proposed foodstore, including a landscaped strip to the north west of the site adjacent to Wombwell Lane and a landscaped strip to the east adjacent to the residential properties on Kingswood Crescent. As well as these areas of landscaping, it is also proposed to retain existing landscaping along the west (Market Street) and south boundaries of the site where possible and practicable. All landscaping on the site takes the form of retaining existing trees and vegetation where possible and practicable, which is supplemented by the planting of additional trees and shrubbery where necessary.
- 3.8 The proposed A1 retail foodstore will provide approximately 140 full and part time employment positions during its operation. This figure does not include employment associated with the physical redevelopment and construction works on the site.
- 3.9 Further details of the proposed development including matters relating to store design, sustainability and access can be found in the accompanying Design, Access and Sustainability Statement, BREEAM Assessment and Transport Assessment.

4.0 PLANNING POLICY

- 4.1 The following section therefore provides a detailed summary of the key national and local planning policies which are of relevance to the consideration of this application. An exhaustive list of all policies relevant to the proposal is contained at Appendix 3.

National Planning Policy

Planning Policy Statement 4: Planning for Sustainable Economic Growth (December 2009)

- 4.2 Paragraph 10 of PPS4 states that to help achieve sustainable economic growth, the Government's objectives for planning are (inter-alia) to:
- Build prosperous communities by improving the economic performance of cities, towns, regions, sub-regions and local areas, both urban and rural;
 - Reduce the gap in economic growth rates between regions, promoting regeneration and tackling deprivation;
 - Deliver more sustainable patterns of development, reduce the need to travel, especially by car and respond to climate change; and
 - Promote the vitality and viability of town and other centres as important places for communities.
- 4.3 In order to achieve these strategic objectives, PPS4 sets out Development Management Policies. The key Development Management policies from PPS4 relevant to the consideration of this proposal are set out and summarised below.
- 4.4 **Policy EC17.1** is the starting point (in PPS4) for a consideration of the Application and it relates to development of main town centre uses not in an existing centre and not in accordance with an up to date development plan. It states that planning applications for such development should be refused where:
- a) The applicant has not demonstrated compliance with the sequential approach; or

- b) There is **clear evidence** that the proposal is likely to lead to **significant adverse impacts** (in terms of the impacts identified in **Policy EC10.2 and EC16.1**) taking account of the likely cumulative effect of recent permissions, developments under construction and completed developments (our emphasis).
- 4.5 **Policy EC17.2** states that where no significant adverse impacts have been identified under Policies EC10.2 and 16.1, planning applications should be determined by taking account of:
 - a) The positive and negative impacts of the proposal (in terms of **Policies EC10.2 and 16.1**) and any other material considerations; and
 - b) The likely cumulative effect of recent permissions, developments under construction and completed developments.
- 4.6 **Policy EC17.3** states that judgements about the extent and significance of any impacts should be informed by the Development Plan where it is up to date.
- 4.7 **Policy EC10.1** states that 'local planning authorities should adopt a positive and constructive approach towards planning applications for economic development', and further that 'Planning applications that secure sustainable economic growth should be treated favourably'.
- 4.8 **Policy EC10.2** requires that all planning applications for economic development should be assessed against specified impact considerations, namely:
 - a) Whether the proposal has been planned over the lifetime of the development to limit carbon dioxide emissions, and minimise vulnerability and provide resilience to, climate change;
 - b) The accessibility of the proposal by a choice of means of transport, including walking, cycling, public transport and the car, the effect on local traffic levels and congestion... after public transport and traffic management measures have been secured;
 - c) Whether the proposal secures a high quality and inclusive design which takes opportunities available for improving the character and quality of the area and the way it functions;
 - d) The impact on economic and physical regeneration in the area including the impact on deprived areas and social inclusion objectives
 - e) The impact on local employment.

4.9 **Policy EC14** relates to supporting evidence required for planning applications for main town centre uses and identifies two key requirements for such proposals that are not in an existing centre and not in accordance with an up to date development plan, namely:

- a) A sequential assessment (**Policy EC14.3**); and
- b) An impact assessment in respect of (inter-alia) the following matters, all of which are set out in **Policy EC16.1**:
 - i The impact of the proposal on existing, committed and planned public and private investment in a centre in the relevant Catchment Area;
 - ii The impact of the proposal on town centre vitality and viability including local consumer choice and the range/quality of the comparison and convenience retail offer;
 - iii The impact of the proposal on allocated sites outside town centres being developed in accordance with the development plan;
 - iv The impact of the proposal on in-centre trade/turnover and on trade in the wider area taking account of current and future consumer expenditure capacity in the relevant Catchment Area up to 5 years from the time the Application is made;
 - v Any locally important impacts identified under **Policy EC3.1e**.

4.10 **Policy EC14.7** adds that assessments of impacts should focus in particular on the first 5 years after the implementation of a proposal.

4.11 **Policy EC15** sets out the main considerations to be addressed in the sequential approach and requires authorities to ensure that:

- a) Sites are assessed for their availability, suitability and viability;
- b) All in-centre options have been thoroughly assessed before less central sites are considered;
- c) Where it has been demonstrated that there are no town centre sites to accommodate the proposed development, preference is given to edge of centre locations which are well connected to the centre by easy pedestrian access;
- d) In considering sites in or on the edge of existing centres, developers and operators have demonstrated flexibility in terms of :-
 - i Scale (reducing proposed floorspace);
 - ii Format;

- iii Car parking; and
- iv Disaggregation (although authorities are advised not to seek arbitrary sub-division of proposals).

The Development Plan

- 4.12 The judgement in the case brought by Cala Homes in the High Court to consider the powers set out in section 79[6] of the Local Democracy, Economic Development and Construction Act 2009 concluded that those powers could not be used to revoke all Regional Strategies in their entirety. This means that the Regional Spatial Strategy remains a part of the Development Plan for the time being.
- 4.13 Since that judgement however, the Chief Planner has written to all Local Planning Authorities restating the Government's intention to rapidly abolish RSS. Cala Homes had brought a second legal challenge against this second letter which sought a court declaration that the Government's intention to revoke RSS is not a material consideration. The judgement in that second case was that the Government's intentions are a material consideration.
- 4.14 Consequently, for the time being the RSS remains part of the Development Plan as defined at Section 38 of the Planning and Compulsory Purchase Act 2004. The Government's intentions to rapidly abolish it are however a material considerations, and so it may, in some instances, be appropriate to afford less weight to RSS policies. To ensure a robust approach, we confirm that this Planning and Retail Assessment treats the Regional Spatial Strategy as part of the Development Plan, albeit acknowledging that it remains to Government's intention to abolish RSS through the emerging Localism Bill.

The Yorkshire and Humber Regional Spatial Strategy (May 2008)

- 4.15 The RSS is only considered partially relevant, given the relatively small scale of the development proposal. Notwithstanding this, the strategic and area based policies in the RSS relevant to the development proposal are identified below.
- 4.16 **Figure 2.3** identifies Hoyland as a Principal Town in the RSS. **Policy YH5** states that Principal Towns should be the main local focus main local focus for housing,

employment, shopping, leisure, education, health and cultural activities and facilities.

- 4.17 **South Yorkshire Sub-Area Policy SY1** which underlines the commitment to the continued development of Principal Towns, including economic development.

Barnsley Unitary Development Plan (December 2000)

- 4.18 There are a number of saved Unitary Development Plan policies relevant to the consideration of the development proposal. The site is unallocated on the UDP Proposals Map, however the key policies relevant to the principle of development are identified below.

Policy GS35 – Development of Areas Not Designated as Urban Greenspace

- 4.19 Policy GS35 states that, in assessing proposals for development, the Council will have regard to the desirability of retaining or promoting land which serves as (inter – alia) a facility for recreation or of nature conservation.

Policy S3 – Retail Development Outside The Defined Shopping Areas

- 4.20 Policy S3 reiterates the sequential approach to site selection discussed under Policy EC15 of PPS4 above.

Policy S4 – Retail Development Outside The Defined Shopping Areas

- 4.21 Policy S4 replicates the retail and general impact tests outlined in Policies EC10 and EC16 of PPS4 in that it requires the cumulative impact of retail proposals in edge / out of centre locations to demonstrate that such proposals will not unduly harm any defined centre.

Policy S5 – Planning Conditions on Retail Development

- 4.22 Policy S5 requires that planning conditions restricting the range of goods, together with the retail sales area (if applicable) are imposed on any approved planning permission for retail proposals outside the defined centres on the Proposals Map.

The Local Development Framework

- 4.23 The emerging Core Strategy policies relevant to the consideration of the development proposal are acknowledged by the Local Planning Authority as being of limited weight. Consequently, we do not consider there any policies contained therein which materially affect the proposal, and that are not already addressed in other national or local planning guidance.

Other Material Considerations

Site Development Brief

- 4.24 The Site Development Brief is an informative document only, rather than an adopted document for Development Control purposes. The Development Brief assumes an entirely residential redevelopment of the site. This assumption was made purely on the basis of the information available to the Council at the time of the Brief being prepared, and not on the basis of other redevelopment options being ruled out for policy or other reasons. The document is therefore tailored toward addressing planning policy and associated matters pertinent to the consideration of such an application.
- 4.25 This planning application does not propose any residential redevelopment, and consequently, the Development Brief can be afforded limited weight as a material consideration. Nonetheless it does establish the principle of the site's redevelopment.

Barnsley MBC Small Centres Study, November 2010 (SCS)

- 4.26 The Small Centres Study was produced by England & Lyle on behalf of Barnsley MBC. The SCS defines the Catchment Area of Hoyland, and the six other District Centres which formed a part of the Study. The SCS also contains recent Healthchecks of all District (and Local) Centres have also been undertaken based on PPS4 indicators.
- 4.27 In respect of Hoyland, the SCS identifies that Hoyland District Centre has a higher than average number of convenience operators, and a slightly below average number of comparison retailers. There are a greater total proportion of retail units, and a significantly lesser number of vacant units when compared with the national average. The SCS also identifies an increase in the total number of retail and other service units over the period from 2003.
- 4.28 The SCS identifies that the six District Centres combined only have a diminutive

market share of the main food convenience goods spend in the SCS Catchment Area. Unsurprisingly, the comparison goods spend is directed to higher order centres and retail parks including Barnsley Town Centre, Meadowhall and Cortonwood Retail Park.

- 4.29 The SCS identifies limited capacity for additional convenience floorspace in the Catchment Area, based on a market share approach. The Study does however highlight that the proposals for a foodstore at Market Street, Hoyland would increase the retention level of convenience expenditure within the Hoyland catchment.
- 4.30 The SCS is also supported by a survey of shoppers in the six district centres. With regard to Hoyland, this survey demonstrates that there is currently a dislike of current foodstore provision in Hoyland. Some 25% of respondents surveyed in Hoyland highlighted the lack of foodstores / supermarkets in Hoyland as being the thing they most disliked about the centre. The Small Centres Study is discussed in greater detail throughout this statement.

5.0 REVIEW OF SHOPPING PATTERNS AND RETAIL PROVISION

Catchment Area

- 5.1 In general terms, the size of any Catchment Area is influenced by the scale of the retail proposal, the likely trade draw it will have, and also by the proximity and scale existing retail provision. In this case, the findings on the SCS are a material consideration in defining the Catchment Area. The Catchment Area utilised for this application is therefore a condensed version of the 'global' Catchment Area adopted in the Small Centres Study (SCS) produced by England and Lyle, and maintains the same Zone reference for consistency and to aid clarity in drawing comparisons between the two assessments. The SCS Catchment Area identifies Zone 3 as comprising Hoyland and surrounding residential areas, and is in line with the scale and function of Hoyland, which aims to meet the needs of the surrounding residential population. We have agreed this approach with the authors of the SCS, England and Lyle, and have therefore adopted this Zone as the Catchment Area the proposed foodstore.
- 5.2 The SCS utilises household survey (HHS) results from 2007, but provides additional research in the form of in-centre surveys which supplement the original 2007 HHS findings. These in-centre surveys demonstrate that 98% of Hoyland's trade is drawn from Zone 3, and further that Wombwell's trade is predominantly drawn from Zone 3. It is therefore considered that SCS Zone 3 is a suitable Catchment Area for the retail development proposed. The extent of the Catchment Area is shown on the plan at Appendix 1.
- 5.3 In terms of existing retail provision, the largest foodstore in the Catchment Area by some distance is the Wm. Morrisons store (c.3,757m² net) at Cortonwood Retail Park. The second largest foodstore in the Catchment Area is the Co-operative (c.570m² net) store in Hoyland. The Wm. Morrisons store at Cortonwood is identified as being a significant main food shopping destination by respondents in the Catchment Area. The Co-operative store is however far less effective in attracting any main food shopping trade, as is discussed in greater detail below. Beyond these two stores, there are no other stores which offer main food shopping ranges in the Catchment

Area. As a consequence, the SCS surveys make clear that the overwhelming majority of residents currently utilise stand alone stores in out of centre locations outside the Catchment Area (with the exception of the out of centre Wm. Morrisons store at Cortonwood which is in the Catchment Area) to undertake their main food shopping. The location of foodstores within and adjacent to the Catchment Area is displayed on the Catchment Area Plan at Appendix.

- 5.4 The healthcheck assessments of defined centres in Zone 3 however demonstrate that both Hoyland and Wombwell perform fairly against most health indicators. This is a reflection of the usage of both centres for top up shopping services. This includes usage of the Co-operative and Tesco Express stores in Hoyland and Wombwell respectively, but also other local business, including butchers and off licences.

Review of Existing Shopping Patterns

Household Surveys

- 5.5 The SCS refers to background information from the Smaller Centres Study (2003) and retail analysis and healthchecks of Barnsley Town Centre (2007). The Study also refers to the HHS results undertaken as part of the Council's 2007 Retail Study prepared by DTZ on the Council's behalf. This survey covers the whole of the District including the Hoyland Catchment Area.
- 5.6 The HHS was carried out by NEMS Market Research on behalf of DTZ in July 2007 as part of the retail analysis work and health check of Barnsley Town Centre. The survey asked specific questions about patterns of shopping for convenience and comparison goods. Questions asked where respondents usually visit to do the households shopping for:
- Main food convenience goods;
 - Top up convenience goods;
 - Clothing and footwear;
 - Furniture and carpets;
 - Household textiles and soft furnishings;
 - Household electrical appliances;
 - Audio-visual equipment;
 - Hardware and DIY goods

- Chemists' goods, cosmetics etc; and
- Books, china, recreation goods, jewellery and luxury goods.

5.7 Since 2007, a small extension to the Tesco store at Wombwell Lane has been implemented, and this has resulted in a modest increase in the net sales area of that store. This could have the effect of increasing the trade draw of that store, part of which would be from our Catchment Area. It is not however considered that this extension would materially alter the main food shopping patterns in the Catchment Area to any significant degree, and we therefore consider that the 2007 HHS results remain an accurate representation of main food shopping patterns in the Catchment Area. Notwithstanding this, we are aware that HHS do not always portray an accurate reflection of the use of top-up shopping store. The turnover of such stores is therefore often under-represented in HHS. We provide a detailed assessment of main food and top-up shopping patterns below.

5.8 The SCS utilises a second set of in-centre surveys undertaken by NEMS Market Research commissioned specifically as part of the SCS in 2010. These surveys *focussed on the six District Centres, and included surveying a total of 500 respondents*. The nature of the questions asked included:

- Reasons for visiting the centre;
- Stores / centres used for different types of shopping;
- Leisure activities;
- Use of visitor attractions and heritage sites;
- Likes and dislikes about centres;
- Need for improvements; and
- New shops / services and leisure facilities needed.

5.9 The combination of results of the 2007 HHS, and the more recent in-centre interview surveys, inform our assessment of existing shopping patterns in the Catchment Area and are set out below. The findings of the 2010 in-centre surveys should however be apportioned less weight in our view as they only represent the views of shoppers shopping within the defined district centres. This approach to the survey will have the effect of skewing results by reporting the opinions of the minority of shoppers in the Catchment Area. The 2007 HHS shows that the majority of shoppers undertake main food shopping trips at stand alone shopping destinations, the opinions of whom would not be recorded by in-centre surveys alone.

- 5.10 We therefore base our assumptions of main food and comparison shopping patterns on the 2007 HHS results, and refer to the in-centre surveys in a secondary role where considered appropriate. The in-centre surveys are however considered to be of increased relevance in recording top-up shopping patterns which typically demonstrate more localised shopping patterns. The SCS results are therefore examined below in respect of top-up shopping.

Main Food Shopping

- 5.11 The 2007 HHS results demonstrate that the Wm. Morrisons store at Cortonwood Retail Park is the most popular main food shopping destination in the Catchment Area, with 30% of respondents stating they undertake their main food convenience shopping at that store. The second most popular destination amongst respondents was the Tesco store at Wombwell Lane. The 2007 Survey results record only 9% of respondents were undertaking main food shopping in Hoyland, and no main food shopping in Wombwell.
- 5.12 The underrepresentation of smaller stores for main food shopping is a common criticism of HHS and as such we have examined the in-centre surveys in this regard. The in-centre survey for Wombwell identifies the Wm. Morrisons at Cortonwood being the dominant foodstore with 31% of respondents undertaking main food shopping there. The table below shows the main destinations where respondents in the Catchment Area undertake their main weekly foods shop:

Destination	Catchment Area (%)
Wm. Morrisons, Cortonwood Retail Park	30
Tesco, Wombwell Lane	19
Wm. Morrisons, Barnsley	13
Hoyland	9

Table 2: Preferred location for main food shopping (based on 2007 HHS results)

Top-up Food Shopping

Hoyland

- 5.13 The SCS in-centre surveys highlight that when respondents from Hoyland centre

were asked which centre they used for their day to day (top-up) shopping needs, the overwhelming majority of respondents stated they visited stores in Hoyland District Centre. The second most popular response was stores in Hoyland Common. The table below sets out the results for top-up shopping destinations:

Destination	Hoyland (%)
Hoyland	76.3
Hoyland Common	6.6
Wombwell	3.9
Other	9.2

Table 3a: Preferred location for top-up shopping in Hoyland

Wombwell

- 5.14 Similar to Hoyland above, the in-centre surveys undertaken in Wombwell demonstrate a localised pattern of top-up shopping, with 57% of respondents stating they visited stores in Wombwell District Centre. The second most popular response was Stairfoot Local Centre, followed by 'I don't know / varies'. Table below sets out the results for top-up shopping destinations:

Destination	Wombwell (%)
Wombwell	57
Stairfoot	11
I don't know / varies	11
Other	8

Table 3b: Preferred location for top-up shopping in Wombwell

- 5.15 Top up convenience shopping patterns typically demonstrate more localised patterns of usage than that of the main food shopping patterns, which is a pattern reflected in SCS survey results in respect of Hoyland and Wombwell.

Comparison Shopping

- 5.16 Unsurprisingly, the comparison shopping patterns in the Catchment Area

demonstrate an even greater degree of spatiality in that destinations highlighted by respondents are even further afield than those identified in respect of main food shopping. Such patterns of comparison shopping are however common to most areas which are surrounded by larger towns and retail parks within close proximity. The table below sets out the results for clothing and footwear and 'other non-food shopping' respectively:

Destination	%
Cortonwood Retail Park	15
Meadowhall	14
Rotherham	6

Table 4: Preferred location for comparison shopping

Mode of Travel to Centre

- 5.17 In-centre survey respondents were asked how they had travelled to the defined centre they had visited on the day of the SCS surveys. The in-centre surveys both demonstrate that respondents travelling to Wombwell and Hoyland mostly walk to these centres, with 41% and 42% of respondents at each centre respectively stating they had walked to the centre on that day. This mode of travel is synonymous with the primarily top-up shopping function of both Hoyland and Wombwell, demonstrating their localised catchments. It could also however shown that respondents using facilities in Hoyland and Wombwell are less mobile, and do not have access to a car. The second most popular response was by car / van as the driver, which was closely followed by bus / coach. The table below sets out results for travel mode to the centres of Wombwell and Hoyland:

Mode of Travel	Hoyland (%)	Wombwell (%)
Walking	42.1	41
Car / Van (Driver)	23.7	31
Bus / Coach	22.4	15
Car / Van (Passenger)	5.3	8
Taxi	2.6	1

Table 5: Mode of travel to Centre

Summary

- 5.18 A key finding of the HHS results is the dominance of existing out of centre retail stores in attracting shoppers for main food shopping trips in the Catchment Area. The dominance of out-of-centre stores for main food shopping is also demonstrated in the in-centre, albeit that records an increased usage of the Co-operative store in Hoyland for food shopping. No in-centre survey respondents however stated they visited local stores in either Hoyland or Wombwell for main food shopping. It is therefore clear that shopping patterns in the Catchment Area highlight significant expenditure leakage.
- 5.19 The SCS results also highlight that a substantial number of shoppers in both Wombwell and Hoyland use facilities therein for top-up shopping trips, and further that the majority of these trips are undertaken on foot as the centres are located in close proximity to surrounding residential areas.
- 5.20 In terms of patterns of comparison shopping, it is clear that destinations outside the wider SCS Catchment Area have a significant trade draw including Meadowhall and Barnsley Town Centre. Cortonwood Retail Park also commands a substantial trade draw which is unsurprising given the substantial clothing and homewares units.

6.0 RETAIL ASSESSMENT

- 6.1 This section provides a review of the proposal against the Sequential and Impact Assessments set out in PPS4 together with reference to the adopted and emerging local planning framework and other material considerations. This section also however addresses capacity matters, insofar they relate to the capacity identified by the Council in the SCS.
- 6.2 This section adheres to the policy weight apportioned to retail matters in Policy EC17 of PPS4, namely that applicants for developments in out-of-centre locations are required to demonstrate:
- *Compliance with the sequential approach (policy EC15); and*
 - *That there will be no significant adverse impact in line with policies EC10.2 and EC16.1*
- 6.3 These matters are addressed in turn below under the relevant subheadings.

Sequential Assessment – Policy EC15

- 6.4 Given the location of the application site, it is acknowledged that a sequential assessment should be undertaken in accordance with Policy EC15 of PPS4 to identify any available, suitable and viable development sites located within, or immediately on the edge of the Primary Shopping Area of defined town centres. The Practice Guidance accompanying PPS4 is clear that the Catchment Area is the relevant area of search for sequential sites. Sites within and on the edge of Hoyland and Wombwell therefore need to be assessed. We provide an assessment of such sites in Hoyland and Wombwell under the subheadings below.
- 6.5 Before doing so, it should be noted that the non-food element of the store amounts to just 186m², and is therefore very much ancillary to the main use of the proposal as a foodstore. On this basis, issues relating to the disaggregation of goods (that is, accommodating the non-food range proposed into a separate unit) is not a relevant consideration in this case. It cannot be considered reasonable for a foodstore of this size not to offer any comparison goods whatsoever. The range of non-food goods

proposed will include magazines and health and beauty products, as well as a very limited clothing and entertainment ranges found in most supermarkets.

6.6 Our assessment of sites has therefore focussed on those which could accommodate the proposal in its entirety, taking account of:

- Availability: Whether sites are available now or are likely to be available for development within a reasonable timescale (in this instance 5 years);
- Suitability: With due regard to the requirements to demonstrate flexibility; and
- Viability: Whether the proposed development would be viable on sites identified.

Hoyland

6.7 The SCS recognises that there is limited opportunity for growth and expansion of Hoyland District Centre as a result of its compact nature. There are therefore only four sites which appear suitable for redevelopment in principle. These are addressed in turn below, and shown on the Sequential Site Plan at Appendix 5.

Land at Milton Road / Southgate / High Street (c. 0.28 Hectares)

6.8 This site comprises the land located immediately adjacent to the Council Offices and Co-operative store in Hoyland Town Centre. At the time of our visits, the site was in a process of transition and under redevelopment. The approved planning permission on the site proposes a mix of uses including a library and learning centre, a Doctors Surgery / health centre / pharmacy and various other community facilities. This scheme is known as the 'Hoyland Centre'.

6.9 It is therefore considered that this site is not available, being midway through construction for an appropriate town centre redevelopment, and further that it is not viable given its inferior size to the application site.

Land at West Street, Hoyland (c.0.5 Hectares)

6.10 This site comprises a variety of ownerships including a working men's club, Indian restaurant and an area of car parking associated with the adjacent Hoyland Centre redevelopment. At the time of our visit, a significant part of this site located at the

corner of West Street and Milton Road was being used for car parking associated with the Hoyland Centre.

- 6.11 It is not considered that the redevelopment of this site for a foodstore is viable given the limited size of the site. It is also not considered that this site is currently available given the number of differing ownerships, and the inclusion of a significant portion of the site in the adjacent Hoyland Centre scheme. It is therefore concluded that this site is not available, or viable for a foodstore of the size required for main food shopping in Hoyland.

Land at King Street / Bethel Street (c. 0.4 Hectares)

- 6.12 This is a green field site located in an edge-of-centre position to the east of Hoyland District Centre. The site was at an advance stage of construction at the time of our last visits. The site is the subject of an approved residential planning consent for 48 extra care residential units (Use Class C2), which is almost built out on site.
- 6.13 It is not therefore considered that this site is available for any other form of development, and is in any event unviable – not being large enough to accommodate the proposed development.

The Market Site and Adjacent Car Park, Mallin Croft, Hoyland (c. 0.4 Hectares)

- 6.14 This is a brownfield site currently in use as Hoyland's outdoor market which operates on Tuesdays and Saturdays, as well as a second hand market operating every Thursday. The site also includes a significant amount of car parking serving Hoyland's other town centre shops. This market is considered a significant contributor to footfall in the town centre on the days it operates, but also provides free car parking serving the rest of the centre on days it is not in use. It is not considered that the redevelopment of this site for a foodstore is appropriate or desired given its current contribution to the vitality and viability of the defined town centre. Further, there would appear no suitable sites at present where the market could be located, and in any event the market site is significantly smaller than the application site.
- 6.15 For these reasons, it is considered that the market site is unavailable and unviable for accommodating the foodstore proposed.

Wombwell

- 6.16 The SCS acknowledges that there is little opportunity for expansion in Wombwell town centre, largely as a result of the new medical centre and residential redevelopment on High Street / Mayflower Way.
- 6.17 Our assessment of sites in Wombwell concurs with the SCS in that there are no sites available within the defined centre, or adjacent (edge-of-centre) commercial areas. The only site which could conceivably be considered suitable in principle is the Telephone Exchange and adjacent car park to the north of the centre. This however is poorly related to the shopping frontage of existing premises in Wombwell, remains in operational use and in any event is substantially smaller than the application site.
- 6.18 For these reasons, we do not consider that there are any available, suitable or viable sites within Wombwell or the surrounding commercial areas.

Summary

- 6.19 Our Sequential Assessment concludes that there are no available, suitable or viable alternative sites within or at the edge of District Centres within the Catchment Area which should be given preference in retail terms. We therefore consider that the proposal satisfies the requirements of Policy EC15 of PPS4.

Impact Assessment

- 6.20 Policy EC16 sets out the impact tests in respect of retail development which largely take the form of the individual retail tests as contained in PPS6. Policy EC17 of PPS4 however requires there to be clear evidence of significant impacts in order to support a refusal of planning permission on impact grounds. The impact tests as set out in PPS4 are addressed below in the order they appear in EC16.

Need

- 6.21 The demonstration of quantitative need or expenditure capacity for the development is not a standalone requirement of PPS4. Nonetheless it is helpful to note the level of

convenience and comparison goods expenditure and capacity in the area, as this sets the context in terms of the assessment of the trading impact of the proposal.

- 6.22 Dealing firstly with the findings of the SCS, this identifies quantitative capacity for additional convenience and comparison floorspace on a centre by centre basis, and not on a zonal basis. Consequently, we consider that the capacity for additional convenience and comparison floorspace in Zone 3 should reflect the capacity identified in those District Centres contained in Zone 3 – namely Hoyland and Wombwell. The table below sets out the capacity for convenience and comparison expenditure to 2026 set out in the SCS and provides an estimation of equivalent floorspace using the sales densities of between £5,000 and £5,400 for convenience goods and £3,000 – £4,100 for comparison goods*.

Convenience	Capacity (£m)	Floorspace Capacity (m ² gross)
Hoyland	0.4	110
Wombwell	0.9	240
Total Zone 3	1.3	350

Table 6a: Convenience Capacity at 2026 based on Market Share Approach

Comparison	Capacity (£m)	Floorspace Capacity (m ² gross)
Hoyland	0.8	280
Wombwell	1.1	380
Total Zone 3	1.9	660

Table 6b: Comparison Capacity at 2026 based on Market Share Approach

- 6.23 Clearly, there is limited capacity identified in the SCS in both monetary and floorspace terms. PPS4 however requires Local Planning Authorities to assess qualitative capacity, as well as assessing the opportunity for additional retail floorspace on a purely quantitative basis.
- 6.24 The SCS is clear that the capacity assessment therein is based on an existing market share approach and in that regard, the SCS acknowledges and identifies significant leakage of comparison and convenience expenditure from the Catchment Area, although no capacity figures exist accounting for any trade diversion. The trade retention figures for convenience goods however demonstrate this leakage with the Hoyland Catchment Area retaining just 18%[†] of available expenditure. Similarly, the

* SCS, Page 184

† SCS, Page 180

equivalent figure for Wombwell is only 8%, albeit the SCS expects this will rise to around 18% as a result of the Tesco Express store which recently part replaced the larger Co-operative on High Street.

- 6.25 There are similar shopping patterns of leakage in respect of comparison expenditure in the Catchment Area, albeit patterns for goods such as clothing and footwear do often demonstrate an increased spatial pattern of shopping destinations. The nature of regional scale shopping destinations such as Meadowhall is such that shoppers travel greater distances to reach them.
- 6.26 This pattern of retail shopping borne out of the Household and in-centre interview surveys demonstrates clear deficiencies with the existing retail provision in the Catchment Area. At present, neither Hoyland nor Wombwell and surrounding areas accommodate a foodstore which is capable of offering modern main food shopping facilities to local consumers. Residents within the Catchment Area are therefore for the most part travelling to other shopping locations outside the Catchment Area to undertake their weekly main food shop, most of which are in out of centre locations further afield. This is evidenced by the leakage above. Such shopping patterns are clearly unsustainable and place a heavy reliance on the use of the private car.
- 6.27 Furthermore, the in-centre interview surveys included qualitative questions about likes and dislikes about Hoyland which give additional insight into qualitative improvements. When asked what respondents most liked about Hoyland District Centre, 32% of respondents stated that it was easily accessible from home, whilst the second most popular response was 'nothing / very little'. When asked what respondents most dislike, the most popular responses were 'nothing / very little' (37%) and other (24%). Beyond this however, the next most popular response was a poor range of foodstores (20%) and a poor range of comparison retailers (17%).
- 6.28 Despite this, the SCS healthchecks regard Hoyland as having a 'fair' diversity of uses, environmental quality and retailer representation. Vacancy rates are regarded as good. In summary, it is clear that Hoyland is a vital and viable town centre and continues to attract a significant proportion of top-up shopping trade as a result of its natural walk in catchment and compact nature. It does not therefore function as a main food shopping destination.

- 6.29 On the basis of the clear indications of trade leakage above, we have undertaken our own capacity assessment based on the Catchment Area retaining a greater proportion of its expenditure, which is the pattern likely to be borne out in reality by the qualitative improvements in foodstore provision in the Catchment Area. This exercise, based upon existing stores achieving a benchmark (company average) turnover, is set out in detail at Appendix 2, and is summarised in the table below.

Convenience Capacity	2011	2016
Convenience Goods Expenditure Within Catchment Area	£ 57,928,010	£ 61,878,714
Turnover of Existing Floorspace From Within Catchment Area	£ 30,706,722	£ 31,157,651
Residual Capacity	£ 27,221,287	£ 30,721,063
Trade Retention (pre development)	53.0%	50.4%
Additional Turnover From Proposed Retail Development Uplift Within Catchment Area	£ 15,305,640	£ 15,459,310
Residual Capacity	£ 11,915,647	£ 15,261,753
Trade Retention (post redevelopment)	£ 46,012,362	£ 46,616,961
	79.4%	75.3%

Table 7: Convenience Capacity

- 6.30 In convenience goods terms, this exercise demonstrates that at present the Catchment Area retains just over half of its expenditure, falling slightly to 50.4% by 2016, with the majority of the expenditure being spent at the Wm. Morrison store at Cortonwood Retail Park. The balance (£30.7m) is either leaking out of the area, or resulting in stores trading above their benchmark turnovers (i.e. overtrading). The convenience goods turnover of the proposed store (£15.4m) accounts for less than half of the residual capacity and would result in trade retention in the Catchment Area increasing to 72% at 2016. We consider that such a level of retention is entirely realistic, bearing in mind the existing shopping patterns and acknowledged dissatisfaction with supermarket facilities in Hoyland.
- 6.31 With regard to comparison goods floorspace, our capacity exercise demonstrates that the Catchment Area retains a very low level of comparison expenditure, which remains the situation at 2016 (9.1%). This low retention level of comparison goods expenditure is common to small towns as comparison goods are generally purchased

from larger retail parks and larger town centres further afield. In this case, the most popular comparison shopping destinations include Cortonwood Retail Park, Meadowhall and Rotherham. The comparison turnover of the proposed store (£1.4m) accounts for less than 2% of the available residual capacity in the Catchment Area at 2016 and would increase retention levels to 10.4%. We therefore consider that this level of trade retention is entirely realistic, given the retail offer in surrounding larger towns and retail parks. The comparison trade retention is set out in Table 7B at Appendix 2.

- 6.32 In summary, the clear capacity that has been identified above demonstrates that there is scope for the area to accommodate the additional floorspace proposed without significant adverse impacts on any shopping facilities in defined centres and this is discussed in further detail below.

Impact Assessment

- 6.33 This impact assessment has been undertaken on a goods basis whereby trade diversion as a result of the turnover generated from the convenience and comparison floorspace of the proposal has been considered separately. The pre – impact turnover of stores has been based on the company average turnover.

- 6.34 As noted at Section 3 of this assessment*, the proposed foodstore is of a scale aimed at functioning as a main food shopping facility. In carrying out this impact exercise, account has been taken of the fact that new retail stores tend to compete most intensively with established outlets fulfilling the same function. Therefore, a store aimed functioning as a main food shopping facility, will compete most directly with the existing stores performing the same function. This point is acknowledged by the PPS4 Practice Guidance at Paragraph D30 which states the following:

- *There is a general assumption that 'like affects like' so for example, in an area already served by large modern food stores, the effects of a new large food superstore are likely to fall disproportionately on the existing competing stores. Their proportionate impact on local independent retailers, or discount food stores for example may be less.*

* Paragraph 3.1

- *It is relevant to consider distance, based on the assumption that generally consumers will seek to use the closest comparable facility. So, for example, if in a given zone a relatively small proportion of trade is attracted to a facility which is similar to, but considerably further away from the proposal in question, it is likely to have a disproportionate effect on that facility.*

Impact – EC16

6.35 Below we address the full impact of the entire proposal on Hoyland, Wombwell and other stand alone out-of-centre shopping destinations against the criterion in Policy EC16.1.

a. 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

6.36 Hoyland is the closest District Centre to the application site, and is the subject of two significant public and private developments in the context of the size of the centre. These are the two redevelopment sites highlighted in the Sequential Assessment undertaken above, namely:

- Land at King Street / Bethel Street; and
- Land at Milton Road / Southgate / High Street & Land at West Street

6.37 At the time of our visits to Hoyland, both of these town centre development schemes appear to be progressing. In any event, given the nature of both proposals, and the nature of this planning application, it is not considered that there is any competition between the schemes. Consequently, our view is that this planning application could in no way pose a threat to the ongoing development of those sites.

b. the impact of the proposal on Town Centre vitality and viability, including local consumer choice and the range and quality of the comparison and convenience retail offer

Hoyland

6.38 Hoyland is the closest defined District Centre to the application site, being located approximately 500m to the south on Market Street. Our (and the SCS) healthcheck

considers that Hoyland performs fairly well on PPS4 indicators, and in particular has a low vacancy rate well below the national average, with good pedestrian footfall.

- 6.39 It is clear from the 2007 HHS and in-centre SCS surveys that Hoyland is not a main food shopping destination. In line with the recognised view that new retail stores tend to compete most intensively with established outlets fulfilling the same function (whether in or out-of-centre), it is considered that the impact on Hoyland as a result to this development proposal will be negligible. Our view is that Hoyland will continue to function as a predominantly top-up and specialist convenience shopping destination, continuing to attract a substantial number of shoppers on foot as a result of its accessible natural walk in catchment and compact nature. We therefore anticipate that the impact on the turnover of the existing stores in Hoyland District Centre as a whole will be in the region of £650k in monetary terms, or around 8% of the existing global turnover.
- 6.40 Although this may look relatively high at face value, the impact figure is distorted by the impact on the Co-operative store in Hoyland which accounts for almost £620k of this total impact, 11.6% of the Co-operative's turnover. We accept that the a good number of shoppers currently using the Co-operative store could be drawn to the proposed Tesco store for the superior qualitative range of goods. Nevertheless, we do not anticipate that an 11% impact on the turnover of the Co-operative store would be unduly harmful, and in any event other local traders would remain largely unaffected.
- 6.41 The estimated impact figures above do not take account of the possibility of linked trips between the store and defined District Centre. It is anticipated that, in reality, the increased trade retention that the proposed store aims to capture will result in additional benefits to Hoyland as the nearest District Centre from linked trips from the store either on foot or by car. PPS4 highlights that account should be taken of local circumstances in coming to a view on the location of a site in retail terms, and the likelihood of linked trips. Our assessment is that there is genuine possibility of linked trips between the proposed store and the town centre as a result of the liner and flat route along Market Street which is not compromised by any pedestrian barriers. If linkage between the two areas were borne out in reality, it may well be the case that the impact figures identified above are further reduced.
- 6.42 In summary, we consider that the proposed retail development is unlikely to result in

any significant adverse impact on existing shopping facilities in Hoyland.

Wombwell

- 6.43 Wombwell is the only other District Centre in the Catchment Area, and is the larger of the two. Notwithstanding this, there are no recognisable retailers in the centre which act as an anchor main food shopping retailer. Indeed, the convenience trade retention of Wombwell from its natural catchment is lower than Hoyland, retaining only 8% of available convenience expenditure from the Catchment Area.
- 6.44 The poor convenience offer in this District Centre is acknowledged in the SCS which considers that the recent introduction of the Tesco Express fascia into the centre, which is widely recognised as a top-up convenience shopping destination, will result in an increased retention of convenience expenditure of around 18%.
- 6.45 With regards to Wombwell's comparison offer, it will be noted above that the patterns of comparison shopping in the Catchment Area are dispersed, and further that the proposed store proposes a small amount of comparison floorspace. In that regard, and noting the additional distance from the application site when compared to Wombwell, it is considered that there will be no significant impact.
- 6.46 In line with the conclusions in respect of the nature the retail offer in Hoyland above, we consider that the proposed foodstore will have a minimal impact on the turnover of Wombwell and individual retail units therein. As a result of the similar top-up offer, and furthermore the increased distance from the application site to Wombwell when compared to Hoyland, we anticipate the impact on the defined centre will be in the region of £90k in monetary terms, or just 1.1%. Such a level of impact will clearly not result in any significant adverse harm.

Other Centres in the Catchment Area

- 6.47 The one remaining defined centre in the Catchment Area is Hoyland Common which is identified in the Unitary Development Plan as a local centre. Given the nature of the retail offer in both Hoyland and Wombwell, it follows that the subservient Hoyland Common Local Centre also provides top-up shopping facilities, but to an even lesser extent. The largest convenience operator located within the defined centre is the Co-operative store on Hoyland Road (241m² nett sales area). Given the

offer and top-up function of this store serving an immediate catchment, it is considered that there will be a minimal impact of approximately 0.7%, and a total impact on the Local Centre of 0.6%.

Out of Centre Stores

- 6.48 As noted above*, there is an established view that new retail stores tend to compete most intensively with established outlets fulfilling the same function. This view has informed our Assessment in respect of Hoyland and Wombwell. It is clear from the SCS that out of centre stores within and adjacent to the Catchment Area are the dominant main food shopping destinations for respondents in the Catchment Area. Consequently, the impact of the proposed store will be felt most significantly on these out-of-centre destinations which currently cater for main food shopping in the Catchment Area.
- 6.49 In line with the above, we anticipate that the heaviest impact will be felt on the out of centre Wm. Morrisons store at Cortonwood Retail Park which is currently the principal main food shopping destination in the Catchment Area. It is anticipated that the impact on this store will be in the region of £5.9m, or 15%. It is not considered that this level of trade diversion will result in any significant impact, and it will be noted in any event that out of centre shopping locations such as this are not afforded any policy protection.
- 6.50 The out of centre Tesco Store at Wombwell Lane is the second most popular main food shopping destination for respondents from the Catchment Area. In line with this attractiveness, it is envisaged that a proportion of the proposed stores turnover will be diverted from that store. We anticipate that an impact of approximately £3.8m, or 10% of the stores total turnover will be diverted to the proposed store. Again, it is not considered that this trade diversion will be significant, and in any event the store is located in an out of centre location. Certainly Tesco would not be proposing to occupy and trade the Market Street store if it resulted on significant adverse impact on their existing stores in the vicinity.
- 6.51 It is also anticipated that small impacts will be felt at other out of centre shopping destinations outside the Catchment Area roughly proportionate to their existing

* Paragraph 6.39

market share from the Catchment Area. Such destinations include the Asda, Tesco and Wm. Morrisons stores in Barnsley, and the out-of-centre Tesco store at Wath-upon-Deerne.

- 6.52 In summary, we have demonstrated through reference to the existing shopping patterns and retail offer in the Catchment Area that there is no evidence of any significant impact on any defined centres within or adjacent to the Catchment Area. On the contrary, and in line with guidance in the PPS4 Practice Guide, it is considered that the primary impact of the development proposal will be at existing out of centre main food shopping locations within and adjacent to the Catchment Area which are not afforded any policy protection.

c. the impact of the proposal on allocated sites outside Town Centres being developed in accordance with the development plan

- 6.53 There are no allocated out-of-centre sites proposed for retail development within the adopted Barnsley Unitary Development Plan, nor are there any such sites in adjacent Districts. In this regard, the proposal is considered acceptable in the context of Policy EC16c.

d. the impact of the proposal on in-centre trade/turnover and on trade in the wider area, taking account of current and future consumer expenditure capacity in the Catchment Area up to five years from the time the application is made, and, where applicable, on the rural economy

- 6.54 As is demonstrated in the Impact Assessment above, no defined centre would experience significant adverse impact as a result of the development proposal. That assessment takes account of current and future consumer expenditure in the Catchment Area. We therefore conclude that the impact of the proposal on in-centre trade / turnover is acceptable and will not result in any significant adverse in-centre impact.

e. if located in or on the edge of a Town Centre, whether the proposal is of an appropriate scale (in terms of gross floorspace) in relation to the size of the centre and its role in the hierarchy of centres

6.55 Whilst this criterion primarily relates to proposals within or on the edge defined centres drawing trade from the Catchment Area, the proposal is nonetheless appropriate in terms of its scale. Whilst it would be a large foodstore in the context of existing facilities in Hoyland, it would not be the largest foodstore in the Catchment Area which would remain the out of centre Wm. Morrisons store at Cortonwood Retail Park. Furthermore, it should be borne in mind that the proposal would be much smaller than those existing out of centre stores surrounding the Catchment Area which exert the most influence on main food shopping patterns and draw expenditure from the Catchment Area.

6.56 The proposed store will, however, be of a scale capable of serving the main food shopping needs of Hoyland and its immediately surrounding residential catchment, aimed at stemming the high levels of existing expenditure leakage and reducing the need to travel to stand alone foodstores further afield. The size of the store proposed is specifically driven by the nature of the Catchment Area and the need to provide a store which is larger than those top-up facilities which currently exist in Hoyland. This will ensure that local residents have access to a wider variety of goods than currently available, whilst also not ruling out linked trips between the defined centre and the proposed foodstore.

f. any locally important impacts on centres

6.57 There are no policies within the adopted Development Plan which identify any locally important factors, whilst the impact on centres has been dealt with in the paragraphs above. Matters of employment and regeneration which might historically been regarded as 'other material considerations' are addressed below under Policy EC10 impacts. It is therefore considered that the proposal is acceptable in the context of Policy EC16f.

Impact – EC10

6.58 Policy EC10.2 requires applicants to demonstrate compliance with a wide range of impacts, including matters relating to sustainability, accessibility, design and employment/regeneration. Whilst these matters are also dealt with in detail indirectly in other supporting documents, we deal with each of the criteria of EC10.2 in turn below.

a. *Responding to climate change*

6.59 The proposal incorporates a number of sustainable design features ensuring that it contributes to climate change by minimising carbon dioxide emissions. Sustainable design features include:

- Timber larch panelling;
- Wind catchers;
- Combined Heat and Power Unit; and
- Rainwater Harvesting

6.60 The sustainable design features proposed as part of the store's construction will ensure a BREEAM rating of 'very good' as well as securing a significant reduction in carbon emissions. The development will also result in secondary carbon savings by reducing the need to travel to shopping destinations outside the Catchment Area.

6.61 In addition to sustainable design and materials, it is also envisaged that the proposal will significantly reduce the CO₂ emissions associated with the weekly main food shop. As noted above, shoppers are currently travelling to stand alone out-of-centre foodstores to undertake their weekly main food shop. The majority of shoppers will do so in the private car. The proposal is aimed at providing a suitable main food shopping facility in close proximity to Hoyland town centre, thereby providing a suitable main food shopping destination within walking distance of the surrounding residential areas. Even were shoppers inclined to remain travelling to undertake their weekly main food shop by car, there would still be a substantial CO₂ saving from the reduction in distance travelled.

b. *Accessibility by a choice of means of transport*

6.62 The development will be accessible via bus, on foot, by cycle and via car. The SCS survey results demonstrate that existing stores and other services in Hoyland are presently well used by people travelling to stores on foot. Whilst such modes of travel are often synonymous with small scale top-up shopping, it is considered that the development proposal includes sufficient measures to promote cycling, walking and public transport travel to the proposed store through the inclusion of a pedestrian link to the south west of the site.

- 6.63 Two dedicated bus stops are situated on Market Street adjacent to this pedestrian access providing sustainable travel in the north and southbound directions. The public transport provision in the vicinity of the application site is therefore currently rated as good. Further information on the frequency of public transport services in the vicinity of the site is provided within the accompanying Transport Assessment and Travel Plan.
- 6.64 Cycle access to and from the site is also possible and to encourage both staff and shoppers to use their bicycles, cycle lockers are provided on site for staff and 'Sheffield' cycle stands are positioned in close proximity to the customer entrance for shoppers.
- 6.65 Further details on the accessibility of the site can be found in the accompanying Transport Assessment submitted with this application.

c. Securing high quality and inclusive design

- 6.66 The Design and Access Statement considers the design vision and demonstrates how it responds positively to the site's constraints and opportunities. The site is currently vacant and is capable of accommodating a store which is of a high quality and inclusive design. This approach accords with the principles of sustainable development contained within PPS1 and the Council's key development plan policies.
- 6.67 This scheme has taken into the account the following design considerations;
- To provide a store that will incorporate energy saving technologies in order to ensure that the store minimise its impact on the environment;
 - To fully integrate the design of the development with the surrounding built environment;
 - To create a strategic landscaped buffer along the north eastern boundary to screen views into and out of the site and to benefit general amenity;
 - To create new footpaths to, and within, the site to link the store to the surrounding built environment and prioritise linkage on foot to Hoyland District Centre;
 - To include suitable access arrangements for pedestrians, cyclists, public transport users and motorists which integrate with existing roads, paths and

surrounding development; and

- To maximise the potential for wider regeneration benefits by providing an opportunity for significant inward investment, facilitating the provision of local jobs and aiding social, economic and physical regeneration and reducing expenditure leakage from Hoyland's natural residential catchment.

6.68 The proposed height, scale and massing of the new store are appropriate to the size of the site and the surrounding buildings, particularly the residential buildings. The new store will have a contemporary design using a mix of natural and sustainable materials including glass and timber larch panelling. It also maximises the use of energy saving technologies, including wind catchers and roof-lights.

d. Impact on economic and physical regeneration, and

e. Impact on local employment.

6.69 The proposal represents a significant private investment in Hoyland by a private developer and indirectly a 'Big 4' convenience operator. The proposal will create in the vicinity of 140 new full and part time jobs associated with the operation of the store, together with further jobs associated with its construction.

6.70 The proposal would physically regenerate the site by bringing back in to use a vacant brownfield site and removing an eyesore which has been deteriorating for a number of years. The site has been closed since 2002 and derelict and promoted for development for a significant period of time since that date. The development proposal may also have a ripple effect of attracting additional private investment into Hoyland District Centre and the surrounding area.

6.71 We consider that we have identified above a number of significant positive impact benefits brought about by the development proposal which ensure compliance with Policy EC10.2 of PPS4.

7.0 CONCLUSIONS

- 7.1 The application proposes construction of an A1 retail foodstore and associated *parking and landscaping on the former Market Street School* and adjacent land in Hoyland. The proposed foodstore store will have a gross floorspace of 2,594m² and net (retail) sales area of 1,530m² (excluding checkouts and areas of circulation with public access). The store will create approximately 140 new full and part time employment positions.
- 7.2 The application site is located in excess of 300m from Hoyland's defined town centre boundary, where Policy EC17 of PPS4 requires applications to demonstrate:
- a) Compliance with the Sequential Assessment (EC15);
 - b) That the proposal will not result in significant adverse impact when considered against the criteria set out in Policies EC10 and EC16.
- 7.3 These matters have been discussed in detail in this Assessment. Although we accept that, based on distance alone, the store is out of centre in retail terms, PPS4 highlights that other local circumstances should be taken into account on arriving at an opinion as to the site's location in retail terms. Our contention is that, in this case, there is reason to suggest that linkage between the defined centre and the proposed store would occur in reality. The site is directly linked to the defined centre by Market Street which is a linear, flat and unobstructed route. Furthermore, the Council's own retail study identifies that there are no such main food shopping destinations within walking distance of Hoyland town centre – instead customers currently travel greater distances to stand alone shopping destinations which provide no opportunity for linked trips of any kind.
- 7.4 In terms of the Sequential Assessment, no other available, suitable or viable sites have been identified in either Hoyland or Wombwell which are the two defined District Centres within the Catchment Area. We therefore consider that criterion a) of EC17 has been demonstrated, namely that the development shows compliance with the sequential approach set out in Policy EC15 of PPS4.

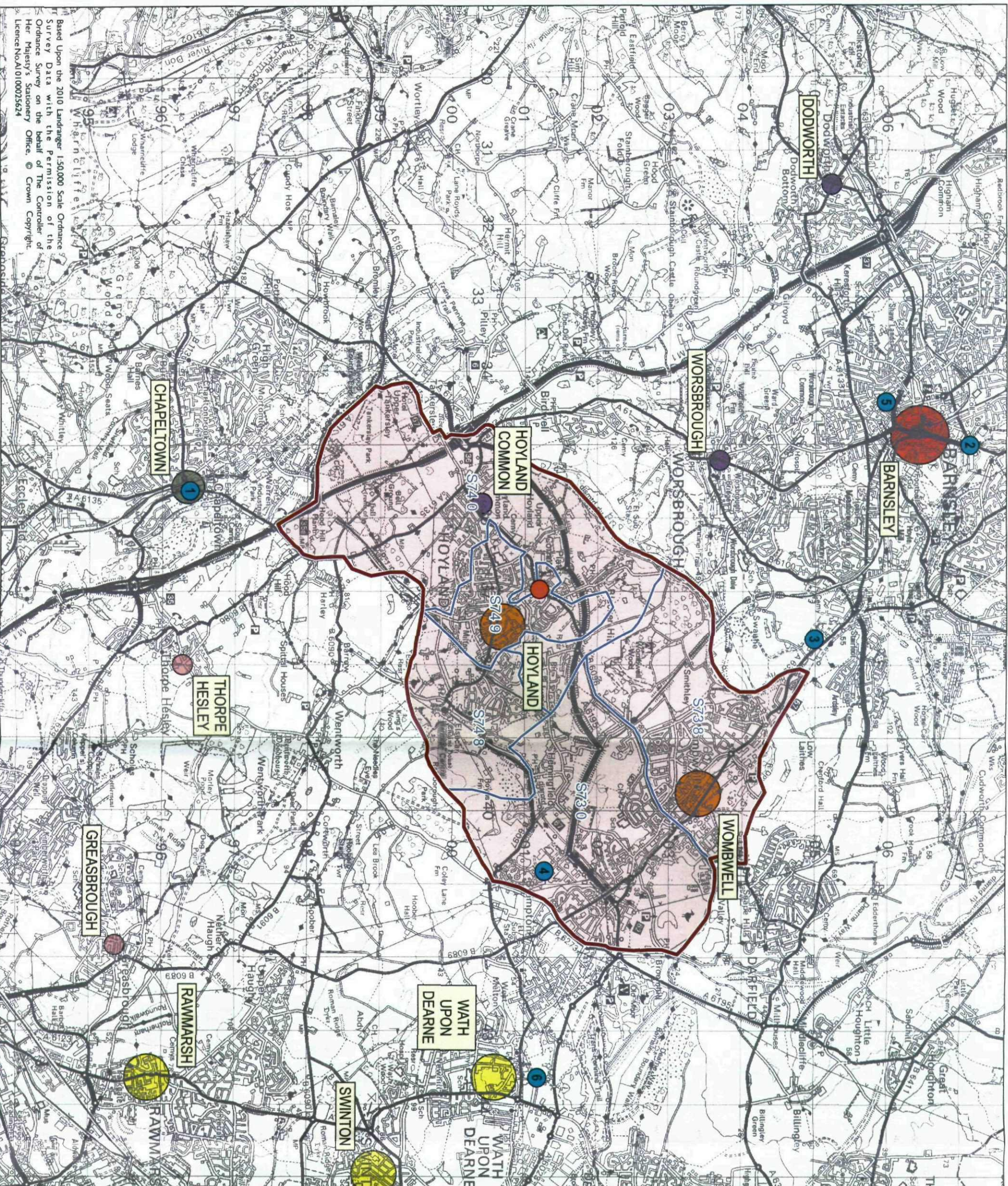
- 7.5 With regard to criterion b), the Impact Assessment, this has been carried out utilising the Council's own Household Survey data and in-centre interview survey's prepared as part of the Small Centres Study. Hoyland is the nearest defined centre to the application site, and the SCS rates the centre as performing moderately on most PPS4 performance indicators. In particular, the centre is regarded as having a good vacancy rate well below the national average.
- 7.6 The SCS survey results demonstrate that the centre is not a main food shopping destination, however the survey also highlights that Hoyland continues to attract a significant amount of top-up convenience shopping trade, and a proportion of comparison trade.
- 7.7 In line with the current offer and shopping patterns identified in the Catchment Area through the SCS, the Impact Assessment demonstrates that there would be no significant adverse impact on Hoyland and the small independent retail units therein, or any other defined town centre as a result of the development proposal. This view is borne out of the Council's own survey results which identify existing out of centre shopping locations within and outside the Catchment Area as attracting the vast proportion of available main food shopping expenditure in the Catchment Area. It is therefore these locations which will experience the greatest level of trade diversion as a result of this development proposal.
- 7.8 In respect of more general impacts under Policy EC10, it has been demonstrated that the proposal will result in positive benefits to residents of Hoyland and surrounding residential areas by virtue of:
- The reduction in carbon emissions and improved sustainability of shopping patterns in the Catchment Area;
 - The accessibility of the site by a range of means of transport modes;
 - The high quality and sustainable design of the proposed foodstore;
 - The positive impact on physical regeneration of an existing derelict site; and
 - Significant contribution to local employment opportunities.
- 7.9 Policy EC17.2 goes onto state that where no significant adverse impacts have been identified under Policies EC10 and EC16, planning applications should be determined taking account of the positive and negative impact, in terms of policies EC10.2 and EC16.1 as well as any other material consideration.

7.10 Compliance with policies EC10 and EC16 has been demonstrated throughout this assessment. The development proposal will not impact on the delivery of any other development schemes in the Catchment Area and will bring with it a number of wider benefits to Hoyland and surrounding areas including:

- The presence of a anchor convenience retailer in Hoyland providing the range and quality of convenience retail provision required to allow local residents to carry out their weekly food shop locally;
- Reducing the distance residents have to travel to undertake shopping trips through heavy reliance on the private car and thus reducing carbon emissions;
- A significant private investment in the area creating in the region of 140 new full and part time jobs; and
- The redevelopment of an existing vacant site by a highly sustainable modern foodstore.

7.11 It has therefore been demonstrated that the proposal fully accords with the requirements of PPS4. In conclusion it is considered that the proposal fully complies with all retail planning policies, and that planning permission should be granted subject to conditions.





Hierarchy of Shopping Centres

- Principal Town Centre (as allocated by Barnsley MBC)
- Town Centre (as allocated by Barnsley MBC)
- Town Centre (as allocated by Rotherham MBC)
- District Centre (as allocated by Sheffield City Council)
- Local Centre (as allocated by Barnsley MBC)
- Local Centre (as allocated by Rotherham MBC)
- Existing Foodstores
- Study Area
- Postcode Sectors
- Asda - 1 Market Street, Chapeltown
- Asda - Old Mill Lane, Barnsley
- Tesco - Wombwell Lane, Barnsley
- Morrisons - Corton Wood, Brampton
- Morrisons - Lower Thomas Street, Barnsley
- Tesco - Biscay Way Wath upon Dearne



Study Area, Shopping Provision and Postcode Sector Plan

Client: Litton Properties
 Project: Market Street
 Date: 29 November 2010
 Scale: 1:50,000 @ A3
 Drawing No: 11169 LEE 01
 Project Leader: CD
 Drawn by: JDS

Based Upon the 2010 Landranger 1:50,000 Scale Ordnance Survey Data with the Permission of the Ordnance Survey on the behalf of the Her Majesty's Stationary Office. © Crown Copyright. Licence No. A10100055624

A2

TABLE 1: STUDY AREA POPULATION

2011	2012	2013	2014	2015	2016
37,101	37,411	37,659	37,904	38,277	38,541

Note

Study Area based on Zone 3 of Small Centres Study (SCS)

Population figures taken from Experian Report produced for England & Lyle July 2010

TABLE 2: PER CAPITA EXPENDITURE

Convenience	Zone 3
£	
Base Expenditure 2008	1,715
Less SFT @ 5.0%	1,629

Comparison	Zone 3
£	
Base Expenditure 2008	2,584
Less SFT @ 8.2%	2,372

Note

2008 price base year

Figures taken from Small Centres Study (SCS)

Expenditure per head takes account of Special Forms of Trading (SFT) applied at 5.0% for convenience goods and 8.2% for comparison goods.

TABLE 3: EXPENDITURE PER HEAD WITHIN STUDY AREA

Year	Convenience		Comparison	
	Zone 3	Average Annual Growth Rate	Zone 3	Average Annual Growth Rate
	£	%	£	%
2008	1,629	-1.6%	2,372	3.7%
2009	1,603	-2.9%	2,460	-0.6%
2010	1,557	0.3%	2,445	0.4%
2011	1,561	0.0%	2,455	1.2%
2012	1,561	0.4%	2,484	2.4%
2013	1,568	0.8%	2,544	2.7%
2014	1,580	0.8%	2,613	2.7%
2015	1,593	0.8%	2,683	2.7%
2016	1,606	0.8%	2,756	2.7%

Note

Growth rates taken from Small Centres Study

TABLE 4A: CONVENIENCE EXPENDITURE IN STUDY AREA

2011	2012	2013	2014	2015	2016
£	£	£	£	£	£
57,928,010	58,412,031	59,034,445	59,893,857	60,967,117	61,878,714

TABLE 4B: COMPARISON EXPENDITURE IN STUDY AREA

2011	2012	2013	2014	2015	2016
£	£	£	£	£	£
91,079,295	92,942,398	95,803,924	99,030,735	102,705,403	106,205,944

NOTE

Based on Study Area population (Table 1) multiplied by per capita expenditure (Tables 3a and 3b)

TABLE 5: STORE TURNOVERS BASED ON COMPANY AVERAGE TURNOVERS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Centre / Store	Net Floor space m ²	Net Convenience Ratio %	Net Convenience Floor space m ²	Sales Density £ per m ²	Convenience						Net Comparison Ratio %	Net Comparison Floor space m ²	Sales Density £ per m ²	Comparison				2011 Average Turnover £	2016 Average Turnover £	2011 Average Turnover from PCA £	2016 Average Turnover from PCA £	
					2011 Average Turnover £	2016 Average Turnover £	Percentage of Turnover from PCA %	2011 Average Turnover from PCA £	2016 Average Turnover from PCA £	2011 Average Turnover £				2016 Average Turnover £	Percentage of Turnover from PCA %	2011 Average Turnover from PCA £	2016 Average Turnover from PCA £					
Stores and Centres In Study Area																						
Hoyleland																						
Co-Op, King Street	570	92%	524	9,494	4,978,654	5,028,640	100.00%	4,978,654	5,028,640	8%	46	5,872	267,763	288,457	100%	267,763	288,457	5,246,417	5,317,097	5,246,417	5,317,097	
Other Convenience	496	100%	496	3,000	1,488,000	1,502,940	100.00%	1,488,000	1,502,940	0%	-	-	-	-	-	-	-	1,488,000	1,502,940	1,488,000	1,502,940	
Other Comparison	535	0%	-	-	-	-	0.00%	-	-	100%	535	2,500	1,337,500	1,440,867	100%	1,337,500	1,440,867	1,337,500	1,440,867	1,337,500	1,440,867	
Total					6,466,654	6,531,579												8,071,917	8,260,904	8,071,917	8,260,904	
Tesco Express, West Street	207	100%	207	7,200	1,490,400	1,505,364	100.00%	1,490,400	1,505,364	0%	-	-	-	-	-	-	-	1,490,400	1,505,364	1,490,400	1,505,364	
Wombwell																						
Tesco Express, High Street	280	100%	280	7,200	2,016,000	2,036,241	100.00%	2,016,000	2,036,241	0%	-	-	-	-	100.00%	-	-	2,016,000	2,036,241	2,016,000	2,036,241	
Other Convenience	785	100%	785	3,000	2,355,000	2,378,644	95.00%	2,337,250	2,259,712	0%	-	-	-	-	-	-	-	2,355,000	2,378,644	2,237,250	2,259,712	
Other Comparison	1,565	0%	-	-	-	-	0.00%	-	-	100%	1,565	2,500	3,912,500	4,214,874	90.00%	3,521,250	3,793,386	3,912,500	4,214,874	3,521,250	3,793,386	
Total					4,253,250	4,295,953												8,283,500	8,629,759	5,758,500	6,053,088	
Hoyleland Common																						
Co-operative, Hoyleland Road	241	100%	241	9,494	2,288,054	2,311,026	100.00%	2,288,054	2,311,026	0%	-	5,872	-	-	0%	-	-	2,288,054	2,311,026	2,288,054	2,311,026	
Other Convenience	40	100%	40	2,500	100,000	101,004	100.00%	100,000	101,004	0%	-	-	-	-	0%	-	-	100,000	101,004	100,000	101,004	
Other Comparison	350	0%	-	-	-	-	0.00%	-	-	100%	350	1,000	350,000	377,049	100%	350,000	377,049	350,000	377,049	350,000	377,049	
Total					2,388,054	2,412,030												2,288,054	2,311,026	2,288,054	2,311,026	
Main out of centre stores in Study Area																						
Morrisons, Cortonwood Retail Park	3,757	84%	3,156	11,153	35,197,530	35,550,916	50.00%	17,598,765	17,918,089	16%	601	5,719	3,437,805	3,703,493	50%	1,718,903	1,965,376	38,635,335	39,254,408	19,317,667	19,883,465	
Cortonwood Retail Park Non-Food Units	4,740	0%	-	-	-	-	50.00%	-	-	100%	4,740	2,700	16,241,500	17,496,708	10%	3,343,053	3,601,417	16,241,500	17,496,708	3,343,053	3,601,417	
Total					17,598,765	17,918,089												54,876,835	56,751,116	20,941,817	21,633,136	
Study Area Total					30,706,722	31,157,651												8,819,566	9,614,807	37,060,288	38,258,164	

NOTE
2008 Prices
Floorpace Source: IGD Aside from 'Other convenience' and 'Other comparison' which are DPP health checks October 2010
Turnover growth: convenience 0.2% comparison 1.5%
Sales densities for other convenience and comparison taken from DPP Base Assumptions July 2009

TABLE 6: TURNOVER OF PROPOSAL

[illegible]

NOTE
Tesco turnover based on Tesco Company Average Turnover at 2008 prices (Source: Verdict '10)

TABLE 7A: CONVENIENCE CAPACITY

	2011	2016
Convenience Goods Expenditure Within Study Area	£ 57,928,010	£ 61,878,714
Turnover of Existing Floorspace From Within Study Area	£ 30,706,722	£ 31,157,651
Residual Capacity	£ 27,221,287	£ 30,721,063
Trade Retention (pre development)	53.0%	50.4%
Additional Turnover From Proposed Retail Development Uplift Within Study Area	£ 15,305,640	£ 15,459,310
Residual Capacity	£ 11,915,647	£ 15,261,753
Trade Retention (post redevelopment)	£ 46,012,362 79.4%	£ 46,616,961 75.3%

TABLE 7B: COMPARISON CAPACITY

	2011	2016
Comparison Goods Expenditure Within Study Area	£ 91,079,295	£ 106,205,944
Turnover of Existing Floorspace From Within Study Area	£ 8,819,566	£ 9,614,807
Residual Capacity	£ 82,259,729	£ 96,591,137
Trade Retention (pre development)	9.7%	9.1%
Additional Turnover From Proposed Retail Development Within Study Area	£ 1,312,467	£ 1,413,900
Residual Capacity	£ 80,947,262	£ 95,177,237
Trade Retention (post redevelopment)	£ 10,132,033 11.1%	£ 11,028,706 10.4%

TABLE 8: IMPACT UPON CENTRES AND STORES

Pre-Impact 2016 Turnover				Trade Diversion				Post Impact 2016 Turnover		Impact	
Convenience		Comparison	Total	Trade Diversion Convenience Goods	Convenience Turnover	Trade Diversion Comparison Goods	Comparison Turnover	Total Trade Diversion	Turnover After Trade Diversion	On Store	On Centre
Hoyland											
Co-Op, King Street		£ 5,028,640	£ 288,457	£ 5,317,097	4.00%	£ 618,372	0.10%	£ 1,414	£ 619,786	£ 4,697,310	11.66%
Other Convenience		£ 1,502,940	£ -	£ 1,502,940	0.10%	£ 15,459	0.00%	£ -	£ 15,459	£ 1,487,480	1.03%
Other Comparison		£ -	£ 1,440,867	£ 1,440,867	0.00%	£ -	1.00%	£ 14,139	£ 14,139	£ 1,426,728	0.98%
Tesco Express, West Street		£ 1,505,364	£ -	£ 1,505,364	0.15%	£ 23,189	0.00%	£ -	£ 23,189	£ 1,482,175	1.54%
Wombwell											
Tesco Express, High Street		£ 2,036,241	£ -	£ 2,036,241	0.05%	£ 7,730	0.00%	£ -	£ 7,730	£ 2,028,511	0.38%
Other Convenience		£ 2,378,644	£ -	£ 2,378,644	0.10%	£ 15,459	0.00%	£ -	£ 15,459	£ 2,363,185	0.65%
Other Comparison		£ -	£ 3,793,386	£ 3,793,386	0.00%	£ -	5.00%	£ 70,695	£ 70,695	£ 3,722,691	1.86%
Hoyland Common											
Co-operative, Hoyland Road		£ 2,311,026	£ -	£ 2,311,026	0.10%	£ 15,459	0.00%	£ -	£ 15,459	£ 2,295,567	0.67%
Other Convenience		£ 101,004	£ -	£ 101,004	0.00%	£ -	0.00%	£ -	£ -	£ 101,004	0.00%
Other Comparison		£ -	£ 377,049	£ 377,049	0.00%	£ -	0.00%	£ -	£ -	£ 377,049	0.00%
Main out of centre stores in Study Area											
Morrisons, Cortonwood Retail Park		£ 35,550,916	£ 3,703,493	£ 39,254,408	35.50%	£ 5,488,055	30.00%	£ 424,170	£ 5,912,225	£ 33,342,183	15.06%
Cortonwood Retail Park Non-Food Units		£ -	£ 17,496,708	£ 17,496,708	0.00%	£ -	5.90%	£ 83,420	£ 83,420	£ 17,413,288	0.48%
Main stores outside Study Area											
Asda, Market Street, Chapeltown		£ 26,018,756	£ 11,705,746	£ 37,724,502	3.90%	£ 602,913	4.00%	£ 56,556	£ 659,469	£ 37,667,946	1.75%
Asda, Old Mill Lane, Barnsley		£ 37,649,794	£ 16,938,509	£ 54,588,303	6.00%	£ 927,559	6.00%	£ 84,834	£ 1,012,393	£ 54,503,469	1.85%
Morrisons, Lower Thomas Street, Barnsley		£ 33,440,760	£ 3,483,669	£ 36,924,429	16.10%	£ 2,488,949	16.00%	£ 226,224	£ 2,715,173	£ 36,698,205	7.35%
Tesco, Biscay Way, Wath-upon-Deane		£ 49,460,905	£ 17,370,233	£ 66,831,138	11.00%	£ 1,700,524	11.00%	£ 155,529	£ 1,856,053	£ 66,675,610	2.78%
Tesco, Wombwell Road, Barnsley		£ 29,180,128	£ 10,247,803	£ 39,427,931	23.00%	£ 3,555,641	21.00%	£ 296,919	£ 3,852,560	£ 39,131,012	9.77%

Note
2008 Prices
Turnover of stores based on Company Average figures

A3

Appendix 3 – Development Plan Policies

The Yorkshire and Humber Regional Spatial Strategy

Policy YH5: Principal towns

- a) Principal Towns should be the main local focus for housing, employment, shopping, leisure, education, health and cultural activities and facilities.
- b) The roles of Principal Towns as accessible and vibrant places to live, work and invest should be enhanced. Plans, strategies, investment decisions and programmes should:
 - 1. Improve accessibility from surrounding areas and improve their function as hubs for transport services and interchange
 - 2. Improve public transport links between Principal Towns and with Regional and Sub Regional Cities and Towns
 - 3. Ensure that they provide the main focus for employment development in rural areas
 - 4. Enhance the vitality and viability of town centres
 - 5. Achieve a high standard of design that protects and enhances local settings, character, distinctiveness and heritage.
- c) LDFs should include the Principal Towns indicated on the Key Diagram and may in particular circumstances supported by compelling evidence include other towns provided that they:
 - 1. Support delivery of the Core Approach and transformation of Regeneration Priority Areas; and
 - 2. Will provide employment, community facilities and services for local and surrounding populations; and
 - 3. Will have good accessibility by public transport to Regional Cities and Sub Regional Cities and Towns; and
 - 4. Have capacity to accommodate development in accordance with policy YH7 without harm to the Town's environment and character; and
 - 5. Have potential to develop a role that complements and supports the wider settlement network.

Policy SY1: South Yorkshire Sub Area Policy

Plans, strategies, investment decisions and programmes for the South Yorkshire sub area should:

- a) Roles and functions of places
 - 1. Continue to develop Sheffield as a Regional City offering high order shops and services, as well as jobs and homes needed to serve its extended city region, with a

particular emphasis on continuing the renaissance and enhancing the role of the city centre

2. Transform the Sub Regional Towns of Barnsley, Doncaster, and Rotherham, particularly the town centres as vibrant, healthy, accessible, attractive and safe places where more people live, visit and work, and residential areas through housing market renewal and increased housing development
3. Support the continued regeneration of Cudworth, Goldthorpe, Hoyland, Penistone, Wombwell, Mexborough, Thorne, Dinnington, Chapeltown and Stocksbridge, and other towns identified in accordance with policy YH5C, to develop their roles as Principal Towns.

b) Economic development

1. Support the role of Sheffield as a major provider of jobs through the renaissance of Sheffield City Centre, and further regeneration of the Upper and Lower Don Valleys
2. Re-develop and regenerate Barnsley urban core as a "21st Century Market Town"
3. Develop Doncaster town centre so that it offers a high standard and quality of retail and commercial variety and convenience, and facilitate the growth of storage/distribution uses elsewhere in the borough maximising the use of rail and water transport
4. Develop Rotherham town centre to ensure the town is a brighter and more vibrant place to work, visit and invest in, establishing a new civic focus, capitalising upon public spaces and a new riverside, with the best in architecture and design
5. Support Advanced Manufacturing and related Research and Development at Waverley
6. Reflect the importance of Robin Hood Airport to the South Yorkshire economy
7. Support initiatives to improve the skills and capability of the workforce

c) Environment

1. Improve green infrastructure, including through increased and enhanced woodland planting in line with South Yorkshire Forest Plan
2. Improve air quality, particularly in central Sheffield, parts of the Sub Regional Towns and along the M1, A1 and M18 corridors (based on AQMAs)
3. Transform town and city centres and enhance the environment of former coalfield settlements
4. Encourage planting for biomass in Doncaster, Barnsley, and Rotherham
5. Adapt to climate change by helping to alleviate flood risk, particularly in the upland areas of the South Pennines; ensuring compensatory sites for biodiversity and species migration, especially in the South Pennines; and increasing and enhancing urban planting, greenspace and biodiversity networks in Sheffield, Rotherham, Barnsley and Doncaster

6. Avoid depleting the Sherwood Sandstone aquifer in Doncaster
7. Safeguard and harness industrial heritage
8. Protect and enhance the biodiversity and landscape character of the Southern Pennine Fringe, Humberhead Levels, Southern Magnesian Limestone and Coalfield landscape character areas, and the integrity of internationally important biodiversity sites
9. Maintain the general extent of the South Yorkshire Green Belt

d) Transport

1. Develop high quality, car-competitive public transport systems, particularly in Sheffield, between Sheffield and Leeds, and serving the Regeneration Priority Areas
2. Implement stronger transport demand management, particularly in Sheffield and related to the strategic road network, and coordinate development with this and transport investment
3. Secure excellent road, rail, inland waterway and air links between South Yorkshire and the rest of the UK and beyond
4. Provide for operational and related development (as defined in PPG13) at Robin Hood Airport Doncaster Sheffield and improve surface access, particularly by public transport.

e) Strategic patterns of development

1. Focus most development on Sheffield and the Sub Regional Towns of Barnsley, Doncaster and Rotherham with particular emphasis on city/town centres and inner areas
2. Manage housing development in and around the Transform South Yorkshire and Green Corridor Housing Market Renewal areas to create sustainable, healthy housing markets
3. Promote development at Principal Towns to support their regeneration and strengthen their service centre roles
4. Encourage appropriate development in Local Service Centres, particularly where this helps to regenerate former coalfield settlements in the Dearne Valley
5. Manage development in rural areas, particularly in the western area adjoining the Peak District National Park and in the Pennine fringe, to reflect environmental quality, meet local housing needs and encourage small scale commercial activity to diversify local economies
6. Manage flood risk in line with policy ENV1 in all parts of South Yorkshire at risk from flooding

f) Regionally significant investment priorities

1. Investment in large-scale regeneration and masterplanning in Sheffield

2. Investment to support the renaissance of the Sub Regional Towns
3. Housing Market Renewal in the Transform South Yorkshire Pathfinder and Green Corridor areas
4. Public transport improvements in line with policies SY1D and T1
5. Continued regeneration in the Dearne Valley and other former coalfield areas
6. Operational and related development at Robin Hood Airport, and development in appropriate locations arising from the airport's importance to the wider South Yorkshire economy

g) Joined up working

1. Support the delivery of the Sheffield City Region Development Programme and the South Yorkshire Vision
2. Develop the complementary roles of Barnsley, Doncaster, Rotherham and Sheffield
3. Manage the release of land for housing in a manner that will support interventions to address both fragile and failing housing markets and affordability
4. Preparation of a joint Sheffield/Rotherham strategic housing market assessment
5. Coordinate development and infrastructure provision

Policy E2: Town centre and major facilities

Plans, strategies, investment decisions and programmes should strengthen the role and performance of existing city and town centres.

- a) The centres of Regional Cities and Sub Regional Cities and Towns should be the focus for offices, retail, leisure, entertainment, arts, culture, tourism and more intensive sport and recreation across the region. The centres of Principal Towns, and District Centres within Regional and Sub Regional Cities and Towns, should be the focus for local services and facilities.
- b) Development, environmental enhancements, accessibility improvements, and town centre management and promotional activities should take place to create a distinctive, attractive and vibrant sense of place and identity for each centre. Priority will be given to addressing the worst performing centres as identified through regular monitoring by Local Planning Authorities.
- c) No further development of new, or large-scale expansion of existing, out-of-centre regional or sub-regional shopping centres should be permitted. Proposals for smaller scale expansion should be assessed in line with PPS6.
- d) Sheffield and Leeds will be the preferred locations for any future regional casinos and related development. Any proposals should demonstrate support for the health of the city centre including its night-time economy. Regional Cities and Sub Regional Cities and Towns will be the preferred locations for any large or small casinos.

Policy T2: Parking policy

In order to help manage the demand to travel, support the use of public transport, and improve the quality of place, the Region will have a consistent approach to parking through:

- a) The use of maximum parking standards for new developments in line with, or more restrictive than, Table 13.5. The maximum standards for the Regional Cities and Sub Regional Cities and Towns are for all parts of those urban areas but in some parts, including the city and town centres, significantly more restrictive standards than set out in Table 13.5 should be applied.
- b) The use of on-street parking controls
- c) A progressive reduction in long stay parking (other than at railway stations to serve rail users and at other locations serving a park and ride function) and transfer of some spaces to short stay, subject to consideration of possible implications for traffic congestion
- d) A reduction of on-street parking to maximise pedestrianisation with high quality walking and cycling networks and environmental improvements
- e) Park and ride facilities, for both rail and bus modes, coupled with increased use of public transport through service level improvements
- f) Consideration of charges on private non-residential parking
- g) Parking charges that are related to demand and to the strength of the local economy, with differential pricing being used to discourage all-day parking

Barnsley Unitary Development Plan (December 2000)

Policy ED4

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:

- a) Air pollution including smell, fumes, smoke, soot, ash, dust or grit;
- b) Noise from operations on, or traffic entering or leaving, the site; or
- c) Visually intrusive buildings, plant, fencing, lighting or outside storage.

Policy GS22

The council will seek the retention and management of existing hedgerows, woodlands and trees both individually and in groups.

Policy GS34

Areas designated as urban greenspace on the proposals map will normally remain open and undeveloped. Proposals for the development of such areas will be assessed for their effect on the present and potential formal and informal function of the areas as:

- a) A facility for recreation;
- b) An area of amenity value;
- c) An area of nature conservation value; and
- d) A link between adjacent areas.

A proposal likely to have a significant adverse effect on the function of the area in any such respect will not normally be approved. Where material considerations nevertheless indicate approval, the adverse effects on urban greenspace must be offset by compensatory improvements or additions within or outside the development site, including where appropriate, through planning conditions or obligations.

Policy GS35

In assessing proposals for the development of land within an urban area which, although not designated urban greenspace, does in fact serve, or has recently served, one or more of the purposes of urban greenspace identified in a) to d) inclusive under policy GS34, the council will have regard to the desirability of retaining or promoting the use of the land for such purposes.

Policy BE5

The council will seek to enhance the environmental quality of existing housing, commercial and industrial areas.

Policy BE6

The council will seek to achieve good design standards for all types of development.

Proposals for development will be assessed using the following design criteria:

- a) The quality of layout, and suitability of scale of the development;
- b) The use, quality, design and landscape treatment of open land within the site and the area around buildings;
- c) The standard of detailed design and facing materials of proposed buildings;
- d) The suitability of the whole development for its proposed context and its relationship with adjoining land uses.

Designs which the council considers unsatisfactory in terms of any of these criteria will be rejected.

Policy BE6A

In assessing any proposed development layout, the council will seek to avoid opportunities for crime. The following criteria may be applied where appropriate:

- a) Parking areas and garage courts should be well lit and in a location visible from the highway, not screened by walls or planting;
- b) Public open spaces should be visible from highways, and be overlooked by neighbouring dwellings. The creation of dark corners must be avoided;
- c) High levels of lighting must be installed and maintained to all public areas;
- d) Walls and planting along public routes should be designed to avoid blind corners and hiding places;
- e) Developments should be separated into public and private areas. Security of private areas must not be reduced by such things as footpaths between rear gardens;
- f) Housing should be designed into secure groups, probably off cul-de-sac, with no through traffic vehicular or pedestrian, and where strangers are easily identified.

Policy BE6B

In assessing any proposed development to which the public will have access including roads and footpaths in residential and other areas, the council will seek, where appropriate, through the following design criteria, to ensure the creation of a fully accessible environment:

- a) Wherever possible, new development should be sited and designed to make it easily accessible to public transport users;
- b) In the design of new developments, refurbishments and changes of use involving non-domestic buildings, good provision must be made for disabled workers, visitors and customers to gain access to, and move within, all buildings;
- c) An appropriate number of over-sized car parking spaces must be provided close to non-domestic buildings and permanently set aside for the use of those with mobility handicaps;
- d) In the design of external areas the council will take into account the needs of all special groups, e.g. wheelchair users, the blind and partially sighted, people with pushchairs and/or small children, and the elderly and infirm, in order to create a safe and accessible environment.

Policy BE6F

The council will seek to minimise light pollution. Details of any external lighting scheme required as part of any new development or highway scheme should be submitted as part of the planning application. Applicants will be expected to demonstrate to the council that the scheme proposed is the minimum needed for security, safety or working purposes and that it minimises potential pollution from glare and spillage, particularly to:

- a) Residential areas;
- b) Areas of nature conservation interest;
- c) Areas whose open and remote landscape qualities would be affected.

Policy S3

All new retail development (including that for both convenience and comparison goods) which is proposed on a site outside the Central shopping area of Barnsley town centre and the principal shopping and commercial centres defined on the proposals map will only be permitted:

- a) On a site allocated for that purpose in the plan;
- b) Where there is no suitable site available within a centre defined on the proposals map, or where there is no available allocated site, then on a site at the edge of a defined shopping centre so long as it can provide a satisfactory functional connection thereto in terms of distance and physical relationship and where it is likely that the development of the site will generate joint trips to it and the adjacent centre, subject to the provisions of policy s4 of the plan;

Or

- c) Where there is no suitable site available either within any of the centres defined above or in accordance with the requirements of (a) or (b), then on an out-of-centre site in a location accessible by a choice of means of transport, subject to the provisions of policy s4 of the plan.

Policy S4

Proposals for new retail development which comply with the requirements specified in paragraphs (b) or (c) of Policy S3 will only be permitted if:

- a) Either individually or cumulatively with other retail developments (existing or planned), the development proposed will not unacceptably undermine the vitality and viability of any defined centre;

And

- b) The development will not unduly harm investment strategies, policies or proposals intended to strengthen the viability of the defined centres;

And

- c) The development is (or will be) made readily accessible to residential areas for pedestrians and cyclists, to a wider area by established public transport links, and will not generate a significant increase in private car journeys;

And

- d) The development includes within its proposals satisfactory measures to accommodate the effects and impact of the development on the transport network, including roads, footpaths and cycleways. If necessary, the applicant will be required to provide evidence that the above criteria will be complied with.

Policy S5

All retail developments which would create a new shopping unit or units in excess of 930 m² gross floor area to be used for the sale of comparison goods and which are proposed on sites outside the central shopping area of Barnsley town centre and principal shopping and commercial centres defined on the proposals map, will be subjected to planning conditions which will control:

- a) The range and types of goods to be sold there from
and/or
- b) The maximum or minimum unit size as measured by gross floor area.

Policy T2

Development will only be allowed if the additional demand for travel generated can be accommodated on the highway network without significant detriment to the environment or the safety and ease of movement of vehicles and pedestrians using the network, or through measures to assist public transport, cycling or walking. Completion of the necessary highway works or other measures may be the subject of conditions attached to the planning permission or be the subject of a planning obligation under section 106 of the town and country planning act 1990 or other agreement requiring an appropriate contribution from the developer to the cost of the works or measures.

Policy T14

Development proposals will be required to include measures to facilitate access to, and where appropriate, by public transport services.

Policy T17

In support of the council's goals, the car parking policies will seek to ensure the provision and management of car parking to secure:

- a) Levels of provision of parking commensurate with the encouragement of means of travel other than the car particularly by commuters;
- b) Avoidance of harm to the free flow of traffic, safety levels and the amenity of residents and other road users;
- c) Encouragement of development that increases the number and range of job opportunities;
- d) The vitality and viability of Barnsley town centre and other shopping and commercial centres.

Policy T22

New development shall be provided with no more car parking, servicing and manoeuvring space than is necessary in order to ensure there is no significant adverse impact upon:

- a) Highway safety;
- b) The local environment including the amenity of local residents and adjoining land uses;
- c) The vitality and viability of Barnsley town centre and other shopping and commercial centres.

Planning applications which propose parking servicing and/or manoeuvring space in excess of or less than that which is necessary will be refused permission.

For car parking associated with employment premises, shopping areas, leisure and recreational facilities, places open to the general public and public car parks, provision should be made for disabled car parking which should amount to at least 4% of the total car parking provision to be provided.

Where the required car parking cannot be provided on site or where the council deem it appropriate, suitable parking provision off site or contributions to enhance or provide alternative means of transport may be acceptable. In these circumstances the council will seek to enter into an agreement under s106 of the act with the developer to ensure that a financial contribution is secured towards the provision of public car parking and/or to enhance or provide alternative means of travel.

Policy T27

The council will seek to encourage and support walking as a mode of transport, and the design and layout of all developments will be required to take account of the needs of pedestrians.

Policy CF2

Development will not be permitted which would lead to the loss of existing community facilities. Where an existing community use ceases, and no alternative community use can be found, other uses will be considered with regard to:

- a) The amount of open space in the area measured against the standard set out in policy GS36;
- b) Compatibility with adjoining land uses and the likely impact on residential amenity;
- c) Access to the site, car parking and the likely impact on highway safety.

A4

Town Centre Healthchecks

On behalf of:
Litton Properties Limited

In respect of:
Market Street, Hoyland

Date:
March 2011

Reference:
MBr/CD/11169LEE



L RQ 400 3060

District Centre Healthchecks

Hoyland Town Centre

The following assessment of vitality and viability are based upon the indicators listed in PPS4: Planning for Sustainable Economic Growth.

Hoyland Town Centre

Hoyland is located to the south of the main urban area of Barnsley. The Barnsley Unitary Development Plan allocates Hoyland as one of five main District Centres surrounding the main urban area of Barnsley. Along with Wombwell, Hoyland is one of the main District Centres in this southern area of the District.

The defined centre is compact in nature and centred around High Street, Southgate and Milton Road which form a circular highway surrounding the main civic precinct area which contains Council offices and a Co-operative foodstore.

Diversity of Uses

There is a higher than average retailer representation in the centre with over half of the total commercial properties being in retail use.

As part of the Town Centre Health Check, DPP undertook a survey of Hoyland Town Centre in December 2010. This survey identifies commercial uses within the Town Centre based on the Use Class Order (As Amended) in order to obtain up to date information regarding the diversity of uses in Hoyland. The survey area is based on the identified Town Centre within the adopted UDP. The commercial and retail composition of the Town centre is illustrated in the Table below.

Use	Number	TC (%)	National Average (%)
Convenience	12	19	9.48
Comparison	21	33	42.05
Restaurants, Pubs, Cafes, Fast food	13	21	15.63
Other services*	11	17	19.03
Vacant	3	5	12.6
Miscellaneous	3	5	1.2
Total*	63	100	100

*Excludes dwelling houses and hotels

The survey results indicate that Hoyland has an above average convenience retail representation of 19% when compared to the national average of 9.48%. This is a reflection of the number of small and locally owned independent convenience businesses in the town, and also the only two convenience national multiples – Fulton Foods and the Co-operative stores. In contrast to this, Hoyland has a slightly below average comparison goods retail offer of 33% of all commercial units, compared to the national average of 42.05%. Nonetheless, the total proportion of retail uses in the Town Centre remains high at 52%. The majority of all town centre commercial units are small in nature and the SCS Household Survey indicates that these stores perform a top-up shopping function.

The survey results also indicate that Hoyland has a fair range of other services, which include banks and building societies, the town hall and Council services, estate agents, hairdressers and bookmakers. The town centre also benefits from a number of cafes, bars and restaurants.

In terms of vacant units, there are only 3 vacant units in the Town Centre, equating to just 5% of the total commercial units. This percentage figure is well below the national average of 12.6%. Such a level of vacancy is rated as good in the Small Centres Study. This is a reflection of the naturally constrained Town Centre and its restricted size.

Retailer Representation

Dealing firstly with national multiple retailers in the town, Hoyland has a relatively restricted number of such operators and is more catered towards small local independent businesses. Again, this is likely due to the constrained and focussed nature of the centre and the absence of any suitable modern retail premises which would cater for the needs of national multiples. There is however a Co-operative store and a separate Co-operative pharmacy located to the west of the TC.

The largest convenience foodstore in the town is the Co-operative store, however this store does not trade in an anchor role, and does not provide any significant role in attracting shoppers to the town. As noted above, the SCS indicates this store, and the town more generally provides a top-up shopping role. Evidence of recent investment of retailers is low and there are no notable national multiple retailers having opened in the town recently.

There is a market which takes place twice weekly. This offers a wide spectrum of goods and comprises over 20 separate stalls including fruit and vegetables, pet foods and supplies, clothing and shoes, stationary, household goods and small electricals.

Shopping Rents / Land Values / Commercial Yields

DPP does not have any information on shopping rents, land values or commercial yields in Hoyland.

Pedestrian Flow

DPP have not undertaken a formal pedestrian flow count, however the Council's Small Centres Study rates pedestrian activity in the town as good. The footfall in the centre on the day of our visit was fair, with a moderate use of the town centre facilities throughout the day, notably increasing around midday.

Accessibility

Car parking provision in Hoyland comprises mainly off street parking and surface car parking. The two main town centre car parks are the parking to the rear of the Co-operative and Council offices and also the area to the north of the town where the market is held. These main car parking areas are centrally located and thus well located to other town centre facilities.

The frequency of public transport is rated as good with high frequency services in the centre providing access to Barnsley and Wombwell. The town centre is also accessible by bus from other settlements including Birdwell, Hoyland Common, Elsecar and Worsbrough.

Environmental Quality

The majority of commercial premises in Hoyland are rated as good in terms of their physical appearance, however there are a number which would benefit from renewed investment. The centre did not appear to suffer from any particular environmental problems on the day of our visit – there was no evidence of any litter, noise or other problems on the day of our visit. The SCS concurs with this view.

There is a limited amount of public space in the town centre, and this is something which could be improved by the ongoing investment in the civic area at the centre of the town. The provision of open space is therefore rated as fair.

Conclusions

Taking account of all of the above factors, it is concluded that Hoyland performs reasonably well on most vitality and viability indicators. The centre could however benefit from additional investment, and the benefits of the ongoing redevelopment of the civic area is yet to be completed. This could result in improvements to the town centre in the short term.

Wombwell Town Centre

The following assessment of vitality and viability are based upon the indicators listed in PPS4: Planning for Sustainable Economic Growth.

Wombwell Town Centre

Hoyland is located to the south east of Barnsley, and to the north east of Hoyland and the application site. The Barnsley Unitary Development Plan allocates Wombwell as one of five main District Centres surrounding the main urban area of Barnsley. The defined centre is linear in nature and focussed on High Street.

Diversity of Uses

As part of the Town Centre Health Check, DPP undertook a survey of Wombwell Town Centre in December 2010. This survey identifies commercial uses within the Town Centre based on the Use Class Order (As Amended) in order to obtain up to date information regarding the diversity of uses in Wombwell. The survey area is based on the identified Town Centre within the adopted UDP. The commercial and retail composition of the Town centre is illustrated in the Table below.

Use	Number	TC (%)	National Average (%)
Convenience	12	11	9.48
Comparison	37	32	42.05
Restaurants, Pubs, Cafes, Fast food	21	18.4	15.63
Other services*	36	32	19.03
Vacant	8	7	12.6
Miscellaneous	-	-	1.2
Total*	114	100	100

* Excludes dwelling houses and hotels

The survey results indicate that Wombwell has a marginally higher than average convenience retail representation of 11% when compared to the national average of 9.48%. This figure takes account of the relatively recent subdivision of the old Co-operative store in Wombwell to form two smaller A1 units, one of which trades as a Tesco Express. Wombwell has a below average comparison goods retail offer of 32% of all commercial units, compared to the national average of 42.05%. This percentage total is comparative with the situation in Hoyland which has a similar level of comparison units.

The survey results also indicate that Wombwell has a good representation of restaurants, pubs, cafes and fast food premises, and a good range of other services, which include solicitors, offices, banks and building societies, Council offices, estate agents, hairdressers and bookmakers.

In terms of vacant units, there are only 8 vacant units in the Town Centre, equating to 7% of the total commercial units. This percentage figure is safely below the national average of 12.6%, and the recent subdivision of the Co-operative store underline a healthy demand for suitable units in the Town Centre. Such a level of vacancy is rated as good in the Small Centres Study.

Retailer Representation

Dealing firstly with national multiple retailers in the town, Wombwell has a good proportion of national operators including Tesco Express, Wilkinsons, Poundstretcher, Superdrug and Ethel Austin. There is also a good variety of small independent businesses.

The largest convenience foodstore in the town was the Co-operative store on High Street, however this has been subdivided to two smaller units since the Local Centres Study was completed. The largest convenience store in the centre is now therefore likely to be the resulting Tesco Express store at 280m² net. Stores of this size are recognised as typically fulfilling a top – up shopping function.

Wombwell does have a fairly significant market which takes place every Tuesday, Friday and Saturday. This offers a wide variety of goods and adds to the permanent retail offer of the town.

Shopping Rents / Land Values / Commercial Yields

DPP does not have any information on shopping rents, land values or commercial yields in Wombwell.

Pedestrian Flow

DPP have not undertaken a formal pedestrian flow count, however the Council's Small Centres Study rates pedestrian activity in the town as good. The footfall in the centre on the day of our visit was fair, with a moderate use of the town centre facilities including the market throughout the day.

Accessibility

Car parking provision in Wombwell is good with a large free car park located off George

Street as well as car parking provided to the rear of the majority of the retail units along High Street. There is also a large car park accessed off Snowden Street located to the rear of the telephone exchange.

The frequency of public transport is rated as good with a fair frequency services in the centre providing access to Barnsley, Doncaster and Rotherham. The town centre is also accessible by bus from other settlements including Darfield, Stairfoot, Wath on Dearne, Bolton upon Dearne Thurnscoe, Elsecar and Hoyland.

Environmental Quality

The majority of commercial premises in Wombwell are rated as fair in terms of their physical appearance. A proportion of units are rated as good in the Small Centres Study. The centre did not appear to suffer from any particular environmental problems on the day of our visit – there was no evidence of any litter, noise or other problems.

There is good amount of landscaping within the centre on High Street. There are also public toilets located on High Street which are rated as fair in condition.

Conclusions

Taking account of all of the above factors, it is concluded that Wombwell performs reasonably well on most vitality and viability indicators. The centre caters primarily for a localised top-up food shopping, however benefits from a number of notable comparison operators as well as a strong and regular market. The centre could benefit from additional investment from convenience operators.

Local Centres

Hoyland Common Local Centre

Hoyland Common is located to the south of Barnsley, and to the north west of Hoyland and the application site. Hoyland Common is identified as a local centre in the Barnsley Unitary Development Plan. The centre is focussed on High Street.

Diversity of Uses

As part of the Town Centre Health Check, DPP undertook a survey of Hoyland Common as part of the principal healthchecks in Hoyland and Wombwell in December 2010. Hoyland Common is anchored by a Co-operative foodstore. The centre looked to have a healthy number of other retail units in the centre.

Leisure uses and the provision of pubs, restaurants and cafes in the centre are poor due to the nature and size of the centre. In terms of vacant units, there were 5 vacant units observed in the centre on the day of our visit.

Retailer Representation

Dealing firstly with national multiple retailers in the town, Hoyland Common has a decent national retailer representation for its size including a Co-operative and Co – operative Pharmacy stores. There is also a small independent butchers shop and a number of comparison stores.

Pedestrian Flow

DPP have not undertaken a formal pedestrian flow count, however the Council's Small Centres Study rates pedestrian activity in the town as moderate. There was some evidence of pedestrian activity on the day of our visit, but this was limited and of a scale likely in a centre of this size.

Accessibility

Car parking provision in Hoyland Common is generally poor with a limited number of spaces at the Co-operative store and limited provision of on-street car parking.

The frequency of public transport is considered to be good with a good frequency of services running through the centre providing access to Barnsley, Hoyland and Wombwell.

Environmental Quality

The majority of commercial premises in Hoyland Common are rated as good. This includes

the Co-operative stores which have signs of recent investment in the form of the new shop fascia. There are some premises which are poor in appearance, however these are limited to take-away and vacant premises in the main.

The centre does not appear to have any significant problems, however there is limited open space as a result of the centre's linear form and location on a main road.

Conclusions

Taking account of all of the above factors, it is concluded that Hoyland Common performs reasonably well on most vitality and viability indicators. The centre is of a scale which caters for a localised top-up food shopping, however the centre does appear to benefit from its strategic location on a main road network to benefit from a good degree of pass-by car born trade.

Out of Centre Shopping Destinations

Cortonwood Retail Park

Cortonwood is located to the east of Hoyland and south of Wombwell and accessed off the Dearne Valley Parkway. The area is not identified as a defined town centre on the Unitary Development Plan. As such, we only provide a description of the retail park on the day of our visit, rather than undertaking a full assessment of the park against the PPS4 indicators.

Cortonwood Retail Park is anchored by a large Wm. Morrisons store (3,757m² net sales) with PFS which is identified in the SCS as the dominant foodstore in the Hoyland and Wombwell Catchment Areas. The Wm. Morrisons store provides the retail park's only convenience offer, however there are a number of national multiple comparison retailers in the park including Asda Living, Sport Direct, Boots and bulky goods retailers B&Q, SCS Furniture and Halfords. There is also an A3/A5 McDonalds drive-thru restaurant adding to the park's draw.

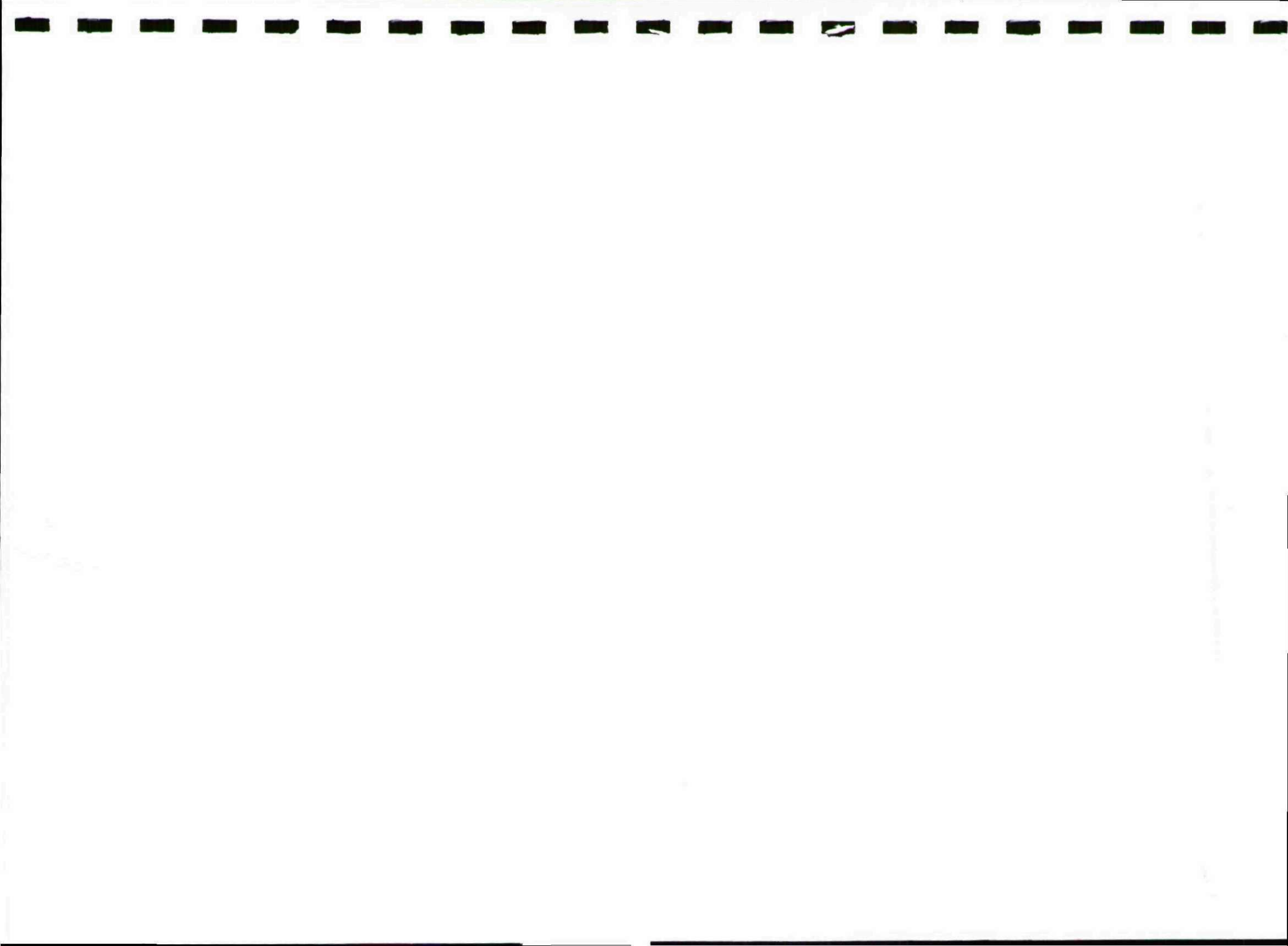
On the day of our visit, Cortonwood Retail Park appeared well utilised, and the car parking area was well used. The comparison and bulky goods retailers were also significantly busy.

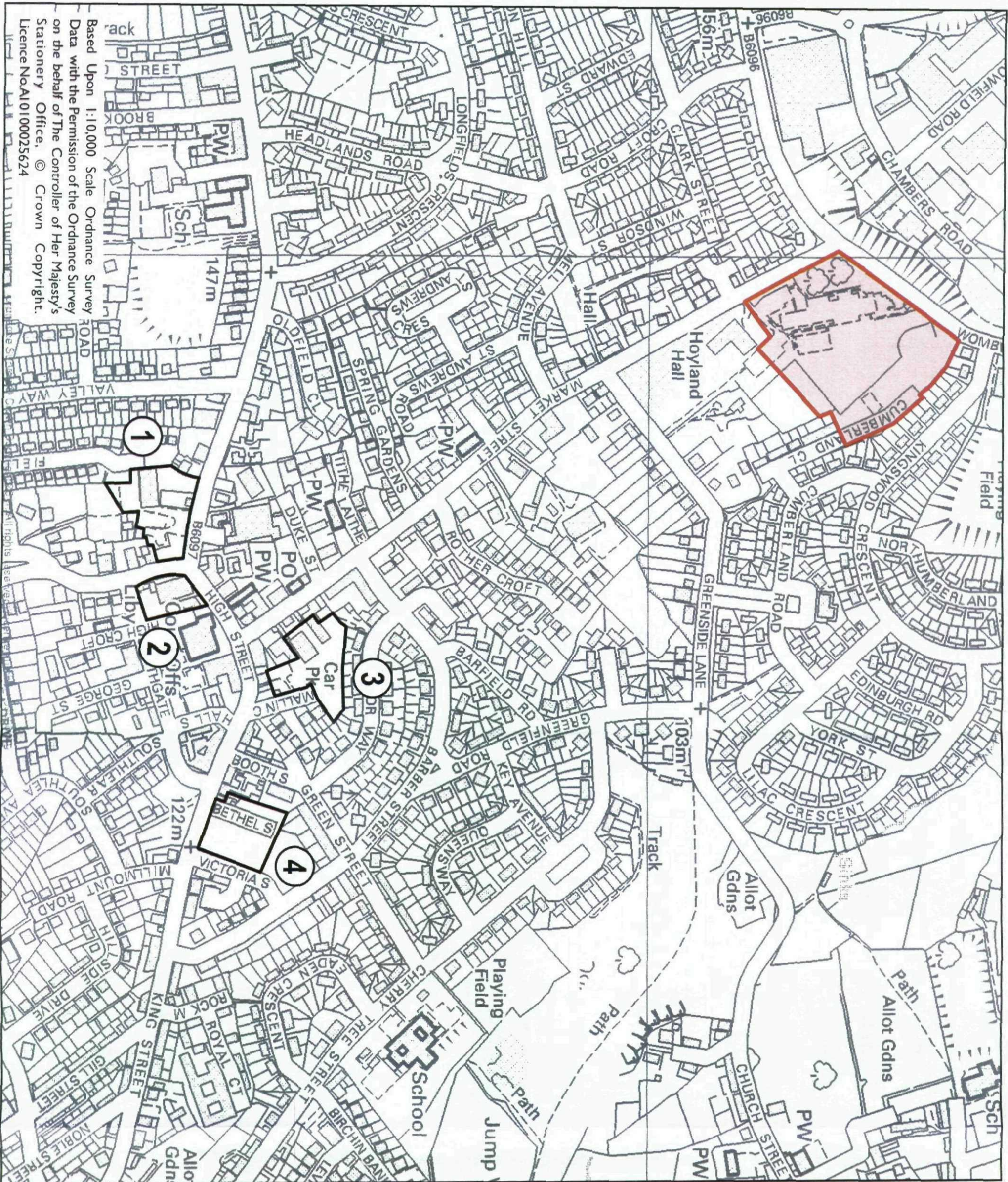
Tesco Wombwell Lane

The Tesco store at Wombwell Lane is located to the north west of Wombwell, and a considerable distance north east of Hoyland in an out of centre location. The store has a net sales area of approximately 3,715m² and is identified in the SCS as attracting a significant amount of convenience expenditure from the Hoyland and Wombwell catchment area.

The store sits alongside bulky goods retailers including B&Q and Allied Carpets. The store has a dated appearance, however on the day of our visit was reasonably busy in off peak reflecting the stores high turnover from the catchment area.







Based Upon 1:10,000 Scale Ordnance Survey Data with the Permission of the Ordnance Survey on the behalf of The Controller of Her Majesty's Stationary Office, © Crown Copyright. Licence No A10100025624

Sequential Sites Plan

Client: Litton Properties Limited

Project: Market Street

Date: 24 March 2011

Scale: 1:5,000 @ A4

Drawing No: 11169 LEE 02

Project leader: CD

Drawn by: PMG

- Application Site**
Market Street, Hoyland
(c. 2.05ha)
- Sequential Sites**
- 1 Land at West Street,
(c.0.5 ha)
- 2 Land at Milton Road /
Southgate / High Street
(c.0.28 Ha)
- 3 The Market Site and
Adjacent Car Park,
Mallin Croft,
(c. 0.4 Ha)
- 4 Land at King Street /
Bethel Street (c. 0.4 Ha)