

Planning Statement: 'Pick and Collect'

ASDA Store, Old Mill Lane, Barnsley, South Yorkshire S71 1LN

Application for Planning Permission and Advertisement Consent for the construction of a 'Pick and Collect' canopy within the store's customer car park

Introduction

This statement is made on behalf of ASDA Stores Limited (ASDA) for the construction of a 'Pick and Collect' canopy within the existing customer car park. As part of ASDA's continued commitment to improve the service it provides, 'Pick and Collect' is being introduced to many of its stores. 'Pick & Collect' provides ASDA customers a quick and convenient way to collect orders which are made in advance on-line, from their local ASDA store.

The 'Pick and Collect' service involves the formation of a designated parking bay area, covered by a canopy, where customers will wait while their pre-placed order is delivered to them. The collection area is to be formed within the existing customer car park, replacing a small number of existing parking bays.

The Proposal

The proposal represents a relatively minor development within the site of the existing store, which will help to improve the service that ASDA is able to provide to its customers. The 'Pick and Collect' parking bay area and associated canopy will be located directly adjacent to the south elevation of the store, replacing 2 existing parking bays. The 'Pick and Collect' point can be easily accommodated within the site without causing any detrimental impact on the operations of the store or to the wider surrounding area.

The 'Pick and Collect' point will be appropriately managed by ASDA staff to ensure the smooth operation of the collection service, with customers having pre-arranged times to collect their orders from the store.

Planning Policy Compliance

National Planning Policy Framework (NPPF)

The Proposal is compliant with the principles of the NPPF in helping to support economic development, without impinging on the amenity of neighbouring occupants, or the qualities of the surrounding area.

Paragraph 20 of the NPPF states;

*'To help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st century.'*¹

In helping to serve the growing on-line demand of its customers and to provide the highest quality of service, ASDA has a clear business need for the proposed development. 'Pick and Collect' bays provide a connection to the on-line element of ASDA's business, while retaining a focus on existing stores.

Paragraph 70 of the NPPF supports improvements to established shops and services, stating;

'Planning policies and decisions should:

*...ensure that established shops, facilities and services are able to develop and modernise in a way that is sustainable, and retained for the benefit of the community.'*²

This Proposal is evidently required to modernise the service that ASDA is able to provide to its customers and accommodate the growing demand for shopping orders to be made online, ultimately providing greater convenience for the customer.

The location of the 'Pick and Collect' point adjacent to the store has been carefully chosen to minimise any impact on the surrounding area with respect to noise or disturbance, in accordance with paragraph 123 of the NPPF.

Local Policy

In terms of Local Planning Policies, the proposal complies with the Objective 4 'to make efficient use of land and infrastructure' and Objective 5 'to accelerate economic growth' of the Barnsley Core Strategy (2011). The proposal will also comply with Objective 6 'to ensure all new development is sustainably designed and built to the highest standard' in relation to amenity, safety, design and reducing the potential for crime.

The canopy required is of a modest scale, which can be considered appropriate to the commercial setting. The structure will have no material impact on the visual amenity of the surrounding local area, with a limited visual presence. The advertisement signs to be incorporated across the canopy are as would be expected for the setting and the nature of the structure, providing an appropriate visual reference as required for the function of the 'Pick and Collect' point.

¹ Communities and Local Government: National Planning Policy Framework, March 2002. Paragraph 20.

² Communities and Local Government: National Planning Policy Framework, March 2002. Paragraph 70.

The 'Pick and Collect' service will operate in accordance with the operating hours of the main store. This ensures that the development will not create any additional noise or disturbance outside of the approved trading hours of the store.

Measures have been taken to ensure that the development can be operated safely and to limit the potential for crime in accordance with saved CSP 29 of the Core Strategy. Goods awaiting collection will remain inside the store until the relevant customer arrives for collection. CCTV will monitor the collection point, ensuring staff and customer safety.

Signage within the customer car park will direct customers to the 'Pick and Collect' point. Pre-arranged collection times will help ensure that a managed number of vehicles will be utilising the collection point at any one time, preventing traffic build-up within the car park, compliant with saved CSP 25 of the Core Strategy. The proposal results in the loss of 2 existing parking spaces, with 3 bays created within the 'Pick and Collect' point. The loss of 2 car parking bays will not materially impact upon the operation of the large existing customer car park.

Conclusion

The proposed development represents a relatively minor operation, which can successfully be accommodated within the existing customer car park. The 'Pick and Collect' point will not hinder the successful operation of the ASDA store or the customer car park. The Proposal will not materially impact upon the amenity of residents in the surrounding area or neighbouring businesses.

The 'Pick and Collect' point will be of great benefit to the ASDA store, helping to improve the level of service that ASDA can provide to its customers while modernising the business in response to customer demands.

It is considered that the Proposal is compliant with both national and local planning policy considerations, and should be given the full support of the Local Planning Authority.