



Commentary on Impact with the Sainsbury's Application at Stairfoot

1. The local planning authority has asked that the cumulative impact of the proposed relaxation together with the Sainsbury's application at Stairfoot (ref 2014/0075) is also considered. The Sainsbury's proposal is not a committed development and we are not yet aware of whether Sainsbury's has been asked to undertake a similar exercise in relation to its own application.
2. That application is to allow the use of the 10,199 sq. m (gross) B&Q at Stairfoot as a retail foodstore, with associated external alterations. The proposed foodstore will have a net sales area of 6,836 sq.m, split into 3,997 sq.m convenience and 2,839 sq.m comparison sales areas. The Council resolved to grant planning permission at the committee meeting on 15 July 2014, subject to referral to the National Planning Casework Unit.
3. The officer's committee report for the planning application records the forecast trade diversion impact on Barnsley town centre as follows:

"In terms of trading impact, it is accepted that the highest predicted trade diversions for convenience and comparison goods combined are from Tesco (25%), Morrisons at Cortonwood (18%), Morrisons in Barnsley (17%), Asda (15%) and Stairfoot local centre (7%). The predicted overall trade diversion from Barnsley town centre is 7% in comparison goods and 3% overall. The assumptions made about convenience trade draw from town centre shops are also considered reasonable and appropriate compared to other centres and stores in the study area.

It is therefore accepted that the level of trade diversion from Barnsley town centre, including the cumulative impact on the town centre of the Sainsbury's store and the Marketplace project, would not represent a significant adverse impact on the vitality and viability of the town centre".

4. The trade diversions forecast by Turleys do not necessarily accord with our own views. However, clearly they are considered acceptable by the local planning authority, having recommended that planning permission is granted.
5. Savills' assessment of trade diversion for the use variation at the Peel Centre as set out in the Retail Statement forecasts a highest case impact of 0.5% on comparison trade and 1.4% on convenience trade at 2018 on Barnsley town centre.
6. Aggregating the two together results in a trade diversion impact as follows:

Forecast Impact on Barnsley Town Centre at 2018

| | Convenience | | Comparison | | Combined | |
|-----------------------------|-------------|------------|------------|------------|-------------|------------|
| | £m | % | £m | % | £m | % |
| Peel Uplift after variation | 1.1 | 1.4 | 1.3 | 0.5 | 2.4 | 0.7 |
| Sainsbury's Stairfoot | 2.0 | 7.0 | 7.3 | 2.9 | 9.3 | 3.3 |
| Total | 3.1 | 8.4 | 8.6 | 3.4 | 11.7 | 4.0 |

Notes

2011 prices

Assumes highest case trade diversion from Savills Assessment

Stairfoot based on figures contained within officers report to committee on 15 July 2014

Table should be considered as a highest case assessment only based on published figures, and not necessarily Savills' view of what is realistic or likely

7. The table shows that the additional impact of the Peel proposal is very clearly insignificant and therefore ought not to preclude planning permission from being granted.