

PLANNING AND RETAIL STATEMENT

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

At

Land North of Barnsley Road, Highgate, Goldthorpe, Barnsley

ON BEHALF OF

Joint Applicants 'P. & D.M.J. Atkinson & Son Limited',
'Aldi Stores Ltd' and 'Dearne Estates Ltd'

August 2014

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1.0 INTRODUCTION

- 1.1 This Planning and Retail Statement has been prepared on behalf of joint applicants 'P. & D.M.J. Atkinson & Son Limited', 'Aldi Stores Ltd' and 'Dearne Estates Ltd' in support of a hybrid application for the erection of foodstore (in full), with car parking, landscaping and associate works, alongside the construction of residential development (outline), with access unreserved at Land North of Barnsley Road, Highgate, Goldthorpe. A site location plan is attached in **Appendix 1**.
- 1.2 The proposed foodstore will be occupied by Aldi and will have a net sales area of 1,108 sqm (excluding checkouts, packing area entrance and exit lobbies) and gross external floor area of 1,763 sqm. The scale of foodstore proposed is designed to serve the distinct localised catchment of Highgate and Goldthorpe. The eastern portion of the site has the potential to deliver up to 35 dwelling houses, which is considered appropriate given the size and position of the site and the local context. This development is discussed further in the Planning and Housing Statement submitted as part of this application.
- 1.3 The site is located on the western edge of the built fabric of Goldthorpe; a principle town within Barnsley Council's settlement hierarchy, where growth and investment are directed to. The site comprises an identified development site in a prominent gateway location, which benefits from planning permission for mixed-use development, thus establishing the principal of development on the site. At present the site is completely under-utilised in terms of built development, but it offers an ideal site for a mixed-use development that will form a logical extension to the urban fabric of Goldthorpe. It is considered that the site relates more to the urban fabric of Highgate, Goldthorpe than the surrounding 'green belt' as the site is well defined by mature hedges and trees alongside the road network.
- 1.4 The northern and western boundary of the site is formed by the Dearne

Valley Parkway (A635), which provides access to both the M1 and A1. Access for both parcels of development is proposed via Barnsley Road, which forms the sites southern boundary. Barnsley Road is a key route in to Highgate and onwards in to Goldthorpe and provides vehicular and pedestrian routes in and out of the centre.

- 1.5 The site is considered to form a logical extension to the urban fabric of Highgate and Goldthorpe and provides a viable and immediate investment opportunity that in turn will enhance the retail provision and provide choice and competition in the convenience market. At present the identified catchment of the Dearne Towns is served by only by top-up shopping facilities and a small 'ASDA' at Goldthorpe and Thursncoe (formerly 'Netto') alongside a range of smaller format stores including 'Co-op' and 'Fulton Food'. As a result, the Goldthorpe catchment suffers from a high percentage of main food trade leakage, with many residents of Goldthorpe predominately shopping at larger convenience stores within Barnsley.
- 1.6 The decline of the coal mining industry has had a significant impact on the area resulting in high levels of unemployment in the area. The 2011 census statistics for the Dearne South Ward, highlights that 5.2% of the residents are unemployed compared to an average for England of 4.4%.
- 1.7 The application proposals also further reinforce Aldi's commitment to ensuring a long term partnership with the residents of Goldthorpe. This continued investment in to Goldthorpe follows the construction of the new Aldi Regional Distribution Centre which is due to open in early 2015. This current proposal will deliver approximately 35-40 new job opportunities at the Aldi foodstore, further to the 500 new jobs created at the Regional Distribution Centre as well as jobs created at construction stage. This considerable investment will undoubtedly have tangible and long term positive impacts on the local area. Due to the prominent location of the site, it is likely that the development will also act as a catalyst for further investment into the area.

- 1.8 In line with the provisions of the NPPF or Policy S3 of the UDP and Policy CSP31 of the Core Strategy a full sequential assessment has been conducted along with a capacity assessment of the catchment area. This demonstrates there are no sequentially preferable sites to accommodate the proposed development within centres within the catchment area that are suitable or available for the proposals. Due to the high levels of main food shopping leakage, it is unlikely that there will be any significant adverse impact on existing retailers or planned investment in the catchment area, indeed the proposals will ensure the retention of main food shopping expenditure within this area. The assessment provided demonstrates that there is sufficient capacity to accommodate the planned foodstore on the school site within Goldthorpe district centre. The Aldi proposals, unlike the school proposals, are deliverable immediately and offer the opportunity to address unsustainable shopping patterns that are currently being experienced.
- 1.9 A pre-application meeting was held with Barnsley Metropolitan Borough Council's Officers on 18th December 2013 in advance of the planning application submission. During this meeting the principal of the development was discussed as well as Aldi's business model as a retailer, and planning policy, design, layout and highways issues.
- 1.10 The scheme has also been publicised through a comprehensive community consultation exercise, including a consultation event held for local residents and businesses on 21st July 2014, receiving significant support (89%).

2.0 SITE DESCRIPTION AND PLANNING HISTORY

Highgate, Goldthorpe

- 2.1 The application site is located within Highgate, a suburb to the west of Goldthorpe, which historically was a village with its own services and shopping provision. Overtime this settlement has merged with Goldthorpe and now shares its services. This statement will refer to the location of the site as Goldthorpe, as this is consistent with the local planning policies of Barnsley Metropolitan Borough Council.
- 2.2 Goldthorpe is identified as a 'Principal Town' as part of the Dearne Towns which is comprised of Goldthorpe, Thurnscoe and Bolton on Dearne. The application site is located approximately 8.8 miles east of Barnsley town centre and is positioned between the M1 and A1 with Doncaster to the east. Goldthorpe's strategic location in respect to the national road network has allowed the town to become a major logistics hub.
- 2.3 The adopted Core Strategy identifies the priority for the Dearne Towns as housing and employment development with a particular emphasis on renewing areas where the market has failed through the HMR Pathfinder initiative.
- 2.4 Goldthorpe town centre is the main shopping and service centre for the Dearne Towns and benefits from the Goldthorpe Renaissance Market Town Initiative. As part of this the Goldthorpe Masterplan (2012) provides a guide for the long term regeneration of Goldthorpe. It focuses on the central area of the village, covering the majority of the main shopping area, important community facilities such as the junior and infant school, the market and police station, areas of older terraced housing and potential sites for new housing, some of which is already under construction. Core Strategy policy CSP31 identifies Goldthorpe as a 'District Centre' with an important role in serving the localised catchment and meeting its more local needs. The smaller local centres of Bolton on

Dearne, Thurnscoe (Houghton Road) and Thurnscoe (Shepherd Lane) also lie within the catchment area and serve a smaller catchment area meeting a more localised need.

- 2.5 The decline of the coal mining industry had a significant impact on the area resulting in high levels of unemployment and large amounts of despoiled and derelict land. On this point, the 2011 census statistics for the Dearne South Ward in which the application site lies, highlights that 5.2% of the residents are unemployed compared to an average for England of 4.4%. Further to this, the average income within the Dearne South Ward is also lower than the average income for Yorkshire at £410 a week compared to £520 across the region. In respect of social grade, the Dearne South ward is dominated by social grade C1, C2, D and E. Demographics are attached in **Appendix 2**.
- 2.6 As well as the application proposals presented here, Aldi are also opening a Distribution Centre to the south of the application site which was permitted under outline planning application 10/0879/OT. This 500,000 sqft Distribution Centre will open at the beginning of 2015 and when fully operational will employ 500 local people across transport, warehouse and office positions. Aldi is committed to ensuring a long term partnership with the residents of Goldthorpe and this new Aldi store further emphasises this commitment.

The Application Site and Surrounding Area

- 2.7 The application site occupies a prominent location on the A635 Dearne Valley Parkway at the junction with Barnsley Road immediately to the west of Highgate, Goldthorpe within the identified settlement boundaries of the town. The application site lies approximately 1.2 km from the primary shopping frontage (PSF) of Goldthorpe district centre, and 1.1 km from the town centre boundary.

- 2.8 The whole site is approximately 1.94 ha (4.80 acres) in size, and is triangular in shape and slopes from the north east of the site down towards Deane Valley Parkway/Barnsley Road junction.
- 2.9 Historically the site has been allocated for development with planning permission granted on the site for mixed use development including a hotel and restaurants. A number of mature trees and hedges clearly define the application site.
- 2.10 At present the site is considered to be under-utilised in terms of the built development and relates better to the urban fabric of Highgate than the wider green belt. Given the sites context, the site offers an ideal site for a mixed-use development that will form a logical extension to the urban fabric of Goldthorpe as the site history would suggest.
- 2.11 In respect of the wider road network, the site is bounded to the north and west by the Dearne Valley Parkway (A635), beyond which is agricultural land which is allocated 'green belt' land. Directly to the west of the site is the Dearne Valley Parkway (A635)/Barnsley Road junction, which is a primary gateway in to Goldthorpe from the west. Located to the east of the site is the Mulberry Close residential estate, which consists of large and well designed family homes. Beyond this residential estate is Goldthorpe train station and the town centre of Goldthorpe. To the south of the application site is a combination of agricultural land and residential settlements and beyond this is (off Commercial Road) is a large industrial park, which includes the new Aldi Distribution Park, as illustrated below.



Figure 1: Site Context

- 2.12 At present there is no vehicular access on to the application site, however the proposed vehicular access for both developments is from Barnsley Road to the south of the site. The proposed vehicle access will link on to Barnsley Road which will provide a direct link from the site to the district centre which is subject to a 30mph speed limit.
- 2.13 In terms of public transport, there are a number of bus stops located along Barnsley Road. These include bus services X19, 203, 213, 216, 217/218, 219 and 226 which all provide a regular service through the centre of Goldthorpe and on to the surrounding settlements of Wath upon Dearne, Bolton upon Dearne, Conisbrough, Grimethorpe, Wombell, Thurnscoe, Barnsley, Doncaster, Rotherham and Robin Hood Airport.
- 2.14 Pedestrian access to the site can be achieved from Barnsley Road. It is noted that existing footpaths are wide, well-lit, and clean, overlooked by neighbouring residential properties. The footpaths facilitating clear, safe and direct pedestrian linkages to Goldthorpe district centre and the wider residential areas which is a 10 minute walk (based on Google Maps).

- 2.15 It is important to note that the site does not lie within a Conservation Area, and no Listed Buildings or TPO trees will be affected by the development proposal.
- 2.16 The planning history of the site identifies five major planning applications of particular relevance to this application proposal. The first application (application reference 98/1185/DE) was for outline permission for 'Erection of hotel/ bar/restaurant and two roadside restaurants' and approved subject to conditions. The application was renewed under planning permissions 2004/0320, 2007/0004 and 2010/0107.
- 2.17 The reserved matters application was approved on the 4th July 2012 (application reference 2012/0304). An extension to time limit for the implementation of applications 2010/0107 and 2012/0304 was approved on the 24th May 2013, under planning permission 2013/0182, subject to conditions. The permission for mixed use development is therefore extant.

3.0 PROPOSED DEVELOPMENT

Context

- 3.1 The application site forms a logical extension to the urban fabric of Highgate, Goldthorpe directly adjoining residential properties to the east. The site occupies a prominent gateway location on the Hollygrove roundabout and is comprised of underutilised agricultural land which is an identified development site, with planning permission for redevelopment.
- 3.2 The current proposals are for a hybrid planning application comprised of a food store (in full), with car parking, landscaping and associated works and construction of residential development (in outline) with access unreserved. Details of the residential development are outlined in greater detail in the accompanying Planning and Housing Statement. However the eastern portion of the site amounts to 1.13 ha (2.81acres) and is proposed to deliver residential development. This site has the potential to deliver up to 35 dwellings. The retail element of the proposals are discussed in detail below-

Retail Element

Quantum and Nature of the Proposals

- 3.3 The application proposes the construction of a 'discount food store' (Use Class A1). The unit will be occupied by Aldi Stores Limited.
- 3.4 In terms of format, the proposal will have a gross floorspace of 1,705sqm, and net sales area of 1,108 sqm. The breakdown of floorspace is provided in the table below:

Floorspace	Size (sqm)
Net Sales Area	1,108
Net Floorspace (including check outs, packing area entrance and exit lobbies)	1,254
Gross Internal Area	1,705
Gross External Area (including outdoor canopy)	1,763

- 3.5 The trading floorspace within every Aldi store is consistent at around 1,108 sqm - this is to enable the range of identical products sold within each Aldi store to be arranged and displayed on a consistent basis.
- 3.6 The core retail offer within an Aldi store is to provide for a family or an individual's weekly 'bulk' food shopping trip. Of this some 80% of the proposed food store will consist of convenience goods with the remaining 20% used for the sale of a varied range of non-food products. The vast majority of products are Aldi branded and through economies-of-scale these goods can be sold at heavily discounted prices without impacting on quality.
- 3.7 Aldi's key focus is on the products that typically make up a 'bulk' food shopping trip. As noted in Section 5 in greater detail, Aldi so not sell 'ancillary' lines that are normally found in a mainstream supermarket. This is important when considering the trading effects of an Aldi food store; as clearly in Aldi's case the potential for cross-over with the offer of independent high street retailers is far less than the 'mainstream' food retailers that stock a larger spectrum of goods.
- 3.8 In addition to the above, Aldi stores also do not provide in-store butchery, delicatessen or hot food-counters, and Aldi's food store format does not accommodate cash dispensers, customer restaurants, or in-store franchises such as pharmacies, dry cleaning, opticians or photo processing.

- 3.9 A health check of all centres within the catchment has been undertaken by Planning Potential and forms **appendix 3** of this statement. These surveys established that the centres benefits from a range of convenience retailers, which primarily form a top-up shopping role for local residents. Given Aldi's unique trading format outlined in Section 5; it is considered that the store will complement and enhance existing retailers within the centre, as Aldi's are not considered a 'one stop' shop for convenience goods.

Site Layout and Design

- 3.10 The layout and design of the building has been subject to detailed discussions with Barnsley Council and local residents as outlined in the accompanying 'Statement of Community Involvement' (SCI) and 'Design and Access Statement'. Comments from the Council and local residents have been taken on board and will be discussed at further length in the Design and Access Statement.
- 3.11 In the case of the development proposal, the food store has been positioned centrally within the western portion of the site facing towards Dearne Valley Parkway/Barnsley Road junction. Car parking will be provided on site, directly in front of the store, adjacent the stores entrance on the south western elevation of the building. This will enable natural surveillance of the car park from the store.
- 3.12 The layout of the proposed foodstore needs to follow a traditional Aldi format store to enable the retailer to occupy the building. This has been recognised at appeal by the Inspector determining the Tewkesbury appeal in 2009 where he agreed that 'form follows function'. In this case the Council had considered that a smaller building would be more appropriate however, the Inspector stated that 'a significantly smaller food store would not foster commercially viable trading within the Aldi business format nor provide for healthy competition and consumer choice within the food retail sector'.

- 3.13 The use of glazing to the stores fascia will offer views into the food store's sale area for pass by trade, adding interest and drawing potential customers in to Goldthorpe that in turn will benefit the wider district. The use of glazing will also provide an expansive customer entrance and allow natural light to permeate throughout the store.

Amenity

- 3.14 The delivery yard will be located on the northern boundary of the site, immediately adjoining the stores footprint. The service yard will incorporate a loading bay (comprising self levelling dock), roller shutter access doors and a sheltered canopy system. The service yard is located to the north of the site with a substantial landscaping buffer and screening surrounding it to minimise impact on the proposed residential development to the east of the application site, thus in turn minimising the impact on the residential amenity.
- 3.15 It is anticipated that the Aldi store will receive approximately 2 articulated lorry deliveries per day plus a single delivery from a local milk supplier. HGV deliveries are expected to typically take 30 minutes; and are a straightforward exercise, given that Aldi's stock is delivered on pallets which are simply rolled into the warehouse, utilising the automated dock levelling system. Furthermore, as part of Aldi's delivery procedure the responsibility for the unloading of a servicing vehicle rests with its driver, as such there is no potential for delay in the process as it is not necessary to wait for store staff to deal with the vehicle on its arrival (as is the case with many other mainstream convenience retailers). Aldi are willing to accept conditions to restrict deliveries to daytime hours only (defined as 7am to 11pm).
- 3.16 Lighting on the site will be carefully controlled to ensure no light spillage on to the proposed neighbouring properties. Lights in the car park are turned off at night with low level lighting remaining in the store for security purposes.

- 3.17 With regards to scale and massing, the proposal will be broadly commensurate with the heights of surrounding residential properties.

Accessibility

- 3.18 Vehicular access to the foodstore site will be via a new access from Barnsley Road. This access point is designed to facilitate movement within the site, and onto the existing highway network. The access point will be shared within the proposed residential scheme to the east, but will utilise separate internal access points.
- 3.19 A total of 102 car parking spaces will be provided for the food store adjacent to the store. This will include 5 disabled spaces and 7 parent / toddler spaces. Further to this 2 motorcycle spaces are proposed and 10 cycle hoops along to store frontage.
- 3.20 The site layout also seeks to maximise existing pedestrian linkages, to ensure the car park area is easily navigable on foot. Consequently, the application proposes a number of pedestrian crossings within the site which will facilitate customer movement between the store and adjoining car parking area, onto Barnsley Road to the south.

Landscaping

- 3.21 The site currently comprises an area of open grassland that is an identified mixed-use development site. The site provides a fantastic mixed-use development opportunity in the settlement limits of Goldthorpe which is clearly defined about the road network and landscaping features.
- 3.22 As part of the application proposal, a number of landscape improvements are proposed, including substantial hard and soft landscaping across the site to minimise the visual impact of the proposals on the wider area as well as the proposed residential development. In addition, low-level

screen planting along the boundaries of the site will seek to soften the edge of the site from the highway and neighbouring properties. A cluster of specimen trees and shrubs are also proposed providing a feature landscape buffer, framing views into the site from the proposed residential properties to the east.

- 3.23 It is also proposed that a landscaping strategy will be implemented within and surrounding the car parking area both to denote the parking layout and to break-up the visual impact of the hard-standing.
- 3.24 Further details on design and layout will be provided within the accompanying Design and Access statement produced by the Harris Partnership.

Employment

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

4.0 PLANNING POLICY REVIEW

- 4.1 This section addresses the planning policy background in respect of the application proposals. The National Planning Policy Framework (NPPF) is the principle national guidance in respect of sustainable development.
- 4.2 The principal policy issues as outlined in national and local guidance are outlined below.

National Planning Policy Framework (NPPF) (2012)

- 4.3 The new National Planning Policy Framework (NPPF) was published by the DCLG on the 27th of March 2012, and replaces the existing planning framework - which consisted of Planning Policy Guidance and Statements (PPGs and PPS).
- 4.4 The framework confirms the government's sustainable growth agenda as set out in the Greg Clark statements, and makes clear to local authorities that applications that support sustainable economic growth should be positively supported by LPA's. As such an application proposal must meet the following criteria as identified within the NPPF. This includes:
- Section 1: Building a strong, competitive economy
 - Section 2: Ensuring the vitality of town centres
 - Section 4: Promoting sustainable transport
 - Section 7: Requiring good design
 - Section 10: Meeting the challenge of climate change, flooding and coastal change
 - Section 11: Conserving and enhancing the natural environment

National Planning Policy Guidance (2014)

- 4.5 Former Planning Minister Nick Boles on the 06 March 2014 made a Written Ministerial Statement to parliament concerning the publication of the approved version of the National Planning Policy Guidance that will sit beneath the NPPF. In respect to retail development the NPPG reflects the

NPPF commitment to ensuring the vitality of town centres which reflects the old PPS4 Practice Guidance and the NPPF requirements of sequential and impact tests where necessary.

Barnsley Unitary Development Plan (2000)

- 4.6 The current development plan for Barnsley is the UDP adopted in 2000. A number of the UDP policies have been saved whilst the Local Development Framework is prepared, this are still relevant to the determination of this planning application. The site is allocated under 'saved' Policy DE6 as an existing Hotel/Motel development, establishing the principal of development on the site.
- 4.7 The following policies are considered relevant to the determination of this application:
- Policy BE5 'Improving Existing Areas of Poorer Quality Built Environment';
 - Policy ED4 'Economic Development and Residential Amenity';
 - Policy GS9 'Visual Amenity';
 - Policy S3 'Retail Development Outside of Defined Shopping Centres';
 - Policy T17 'Car Parking'; and
 - Policy T22 'Car Parking Standards & Contributions'

Local Development Framework

Barnsley Core Strategy (September 2011)

- 4.8 Adopted in September 2011, the Barnsley Core Strategy provides a spatial strategy for the future development of Barnsley up to the year 2026. The Core Strategy identifies Goldthorpe as a principle town in need of regeneration. The following policies are considered relevant:
- Policy CSP 1 'Climate Change'

- Policy CSP 2 'Sustainable Construction'
- Policy CSP 3 'Sustainable Drainage Systems (SUDS)'
- Policy CSP 4 'Flood Risk'
- Policy CSP 5 'Including Renewable Energy in Developments'
- Policy CSP 7 'City Regions'
- Policy CSP 8 'The Location of Growth'
- Policy CSP 25 'New Development and Sustainable Travel'
- Policy CSP 26 'New Development and Highway Improvement'
- Policy CSP 27 'Parking Strategies'
- Policy CSP 28 'Reducing the Impact of Road Travel'
- Policy CSP 29 'Design'
- Policy CSP 31 'Town Centres'
- Policy CSP 33 'Green Infrastructure'
- Policy CSP 39 'Contaminated and Unstable Land'
- Policy CSP 40 'Pollution Control and Protection'
- Policy CSP 42 'Infrastructure and Planning Obligations'

Goldthorpe Masterplan

- 4.9 Since 2008/2009 work has been ongoing with the community to develop a Goldthorpe masterplan which identifies a variety of regeneration priorities and projects for central Goldthorpe. The final version of the masterplan was approved by the Council on 1st August 2012. This masterplan sets out the framework for the overall regeneration of Goldthorpe.

Emerging Planning Policy

Draft Development Sites and Places DPD (2012)

- 4.10 The above document was released for consultation between the 23rd July 2012 and 28th September 2012. Barnsley Council have confirmed that they are no longer progressing with this document, but instead promoting a Local Plan which will be an amalgamation of elements of the Core Strategy (2011) and information submitted in support of the Draft

Development Sites and Places DPD. Consultation on the new Local Plan will take place in Autumn 2014.

- 4.11 We note that the historic hotel/motel development allocation for the site was not taken forward by the Council as part of this document, and the site is now unallocated for any particular land use.
- 4.12 Finally, we also note that the document identifies a list of policies. However, given that this document is no longer being progressed it holds no material weight and its policies have not been included on this basis.

Evidence Base

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

- 4.13 This study takes a number of superstore development scenarios and provides an analysis of their impacts on Barnsley Town Centre. It is designed to provide guidance to the Council in determining planning applications for superstores in edge or out of centre locations with regard to Barnsley Town Centre. The document provides information on market shares and trade draw analysis for existing commitments which will draw trade from zone 5 'Goldthorpe/Cudworth'.

Barnsley Town Centre Retail Capacity Update (March 2011)

- 4.14 This study provides an update on quantitative and qualitative capacity for additional retail development in Barnsley Town Centre (based on the 2007 household survey data). This study also provides expenditure figures for the 'Goldthorpe/Cudworth' zone until 2026. The study highlights that residents of Goldthorpe are predominately shopping at convenience stores within Barnsley, resulting in a high percentage of main food trade leakage from the Goldthorpe catchment. Notable convenience store destinations include Morrisons Cortonwood (which draws £17.59 million from Zone 5),

Tesco Wath upon Dearne (which draws £14.97 million from Zone 5) and Asda, Old Mill Lane, Barnsley (which draws £14.29 million from Zone 5).

Smaller Centre Study Addendum Report (May 2011)

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

Smaller Centre Study Report (2010)

- 4.17 The Study provides the most recently published health checks of centres, including in centre surveys of visitors and population and expenditure figures.
- 4.18 An in-centre study identified Goldthorpe as a fairly un-popular convenience shopping destination (39%). We note that the former 'Netto' (a discount trader) was a popular shopping destination retaining 27% of trade. This discount facility has now been removed, and occupied by ASDA. A further 21% confirmed they use Morrisons, Cortonwood, 18% use Tesco, Wath upon Dearne and a further 13% confirmed they use the Co-op in Goldthorpe for their main food shopping.

Growing Barnsley's Economy (2012)

- 4.19 In 2012, Barnsley Council's Cabinet approved a document entitled 'Growing Barnsley's Economy (2012-2033) – An Economic Strategy for the Borough.' The document identifies a number of challenges to Barnsley in respect of job opportunities and raising the skill base of the district.

5.0 BACKGROUND TO ALDI STORES AND SYNERGY WITH OTHER RETAILERS

- 5.1 Aldi – an abbreviation of Albrecht Discount – is one of the world’s leading grocery retailers. Aldi are present in Europe, the USA and Australia and have around 4,700 stores world-wide. Aldi first entered the UK market in 1990 and currently have over 500 trading stores nationwide and around 100 in the Republic of Ireland.
- 5.2 The Company’s philosophy is simple - providing high quality products at discounted prices and within a pleasant shopping environment. Many people are often not familiar with the brand and, as a company, Aldi are conscious of demonstrating they do not conform to the stereotypical perceptions from prejudices arising from the initial image of discount food operators when they first entered the UK market nearly 25 years ago.
- 5.3 Aldi does not necessarily sell goods at the lowest possible prices, but rather retail the highest quality goods at the lowest possible prices. Discounted prices are generally achieved through bulk buying and economies of scale, specialisation in the number of lines offered and maximising efficiency within the operation of the stores.
- 5.4 Prices are not lower because the quality of products is less. Indeed, Aldi regularly receive widespread recognition of the quality of the brand. Aldi were recently awarded the prestigious Which? Best Supermarket award in 2012 and again in 2013, they were also awarded Grocer Gold Award ‘Grocer of the Year’ 2013 and 2014. *latest figures on are Aldi website.

Aldi Trading Policy

- 5.5 Aldi functions as a local supermarket, primarily acting as a ‘weekly’ food shop destination, albeit also providing a degree of top-up / one off purchases, such as weekly ‘specials’. The stores tend to have a localised

catchment; the benefits of cheaper shopping are diminished if customers have to travel far.

5.6 Aldi Stores are modest scale supermarkets, providing a limited product range, Aldi do not stock numerous types of one product (e.g. pet food, bread ranges etc.), but rather one line of a given product range.

5.7 This limited selection of goods includes:

- pre-packed seasonal fruit and vegetable lines;
- general tinned, bottled and pre-packed groceries;
- frozen and chilled goods;
- beers, wines and spirits;
- pre-packed bread, morning goods and cakes;
- A limited everyday range of non-food household items.

5.8 Aldi sell only a limited range of branded goods, which are only sold when, in Aldi's opinion, the product offer cannot be 'bettered'. Local and regional sourcing of products, particularly for fresh produce and bakery goods, is an important element within the range.

5.9 Aldi do not sell cigarettes or lottery tickets and stock only a small range of branded wines and spirits. There is a limited range of breadlines and a small number of boxed cakes. The Aldi format does not include specialist butcher, fishmonger, bakery, delicatessen or chemist counters, which are commonplace in larger supermarket formats.

5.10 This is an important distinction with Aldi and crucial to understanding how stores operate. Unlike the larger formats, the reality is Aldi is not a 'one-stop-shop', meaning customers also have to visit other shops and services to complete their shopping trip, for example when purchasing a particular branded product or should they wish to visit a specialist service, such as a butcher. Further, stores have only a limited amount of non-food floorspace

(20%), which is mainly used for changing weekly specials i.e. will not always be used for retailing one particular product throughout the year, but rather one-off special offers that vary from week to week and season to season. This is a further difference to larger supermarkets that can have anything between 30%-50% non-food floorspace, the majority of which is occupied by permanent product range.

- 5.11 As such, the reality is Aldi complements, rather than competes with, existing local traders and generates considerable propensity for linked trips and associated spin-off trade. Store opening hours are also more limited than traditional convenience shops/newsagents, which further limits direct competition with such outlets.
- 5.12 In this way, the introduction of an Aldi offers considerable benefits to the areas a new store will serve, increasing spin-off trade, as well as considerable physical and economic regeneration, alongside the re-introduction of jobs on a former commercial site.

Merchandising Layout and Store Equipment

- 5.13 Crucial to this is a tried and tested store format, which the company has developed to enable goods to be handled, displayed and sold efficiently, thus enabling stores to effectively compete and provide the award winning offer. Store layouts are eminently practical and reflect the Company philosophy of offering unrivalled value for money through cost effective management. There is no unnecessary expenditure on elaborate shop fittings with resultant savings being reflected in low prices.
- 5.14 Merchandise is sensibly displayed in specially designed cases to eliminate stocking time and allow practical and efficient re-stocking. Aldi make enormous efficiency gains in this area that are in turn passed directly to the customer. Goods themselves are unloaded directly into the store via a dock leveller and can be transferred direct to the shop floor to go on display.

5.15 The internal store layout and operation has been designed to be efficient and practical for use by customers; these matters are routinely reviewed and monitored and adjustments made to the model as required. Retail is, of course, a constantly evolving and dynamic sector and Aldi are committed to improving operations and shopping experience to meet the demands and expectations of customers.

5.16 Features included to facilitate this are:

- Long till conveyors that hold a customer's full shop so as to allow goods to be unloaded, scanned and then packed quickly by customers;
- Level store access, automatic entrance doors, and wide aisles and checkouts for easy access by all;
- Gondolas and shelving that allow goods to be easily reached; and
- Stores are not 24hr. Deliveries can be scheduled to arrive just before or after opening hours.

5.17 Proposed opening and delivery hours are –

Opening Hours-

Monday to Saturday (including Public Holidays): 8am – 10pm

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

Delivery hours-

Monday to Saturday (including Public Holidays): 7am – 11pm

Sundays: 9am – 5pm

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

Customer Experience

- 5.19 Store managers and assistants are carefully trained to give fast and courteous service at the checkouts and are multi-tasked to carry out stock replenishment and other duties.
- 5.20 A range of trolley sizes and types are provided offering customers a choice of trolley according to their likely size of shop. Trolleys are available on a £1 deposit arrangement, which ensures they are returned to the store rather than being abandoned and forming an nuisance. This also reduces the amount of lost/stolen trolleys. This is a further cost saving passed on to the customer to help further achieve discounted prices.
- 5.21 Carrier bags are available for customers to buy at a small price. The payment regime seeks to minimise the wasted use of carrier bags.
- 5.22 In summary, an Aldi store creates a highly beneficial and popular facility, a sentiment reflected in numerous examples throughout the UK and affirmed in both consumer groups' recognition of the brand and its increasing popularity with shoppers throughout the country.

6.0 NPPF RETAIL CONSIDERATIONS- SEQUENTIAL APPROACH

Delivering Economic Regeneration and Growth

- 6.1 At the heart of the NPPF is the presumption of sustainable economic development. There can be no doubt that securing economic growth is a still a major priority for Central Government and therefore development that secures this must be determined in the presumption of favourability.
- 6.2 Historically the site has been allocated for 'Hotel/Motel Development' under 'saved' UDP policy DE6. This policy acknowledges the prominent position of the site on the outskirts of Goldthorpe between Barnsley Road and the Goldthorpe Bypass (A635).
- 6.3 Within the previously consulted upon Development Sites and Places document (which is now being progressed as a Local Plan) the site is located within the urban fabric and settlement limits of Goldthorpe, but not allocated for any particular land use.
- 6.4 Since the adoption of the UDP and the Core Strategy, the Goldthorpe Masterplan was adopted in 2012. The objectives of the Masterplan include improving public realm, new retail development, a public square, car park reorganisation and shop front refurbishment. As part of this work an economic study identified that Goldthorpe town centre has the potential to support additional retail floorspace. The Masterplan allocates an existing primary school site at Barnsley Road to accommodate a new foodstore, with a net sales area of 1,858sqm. At the present moment in time, the Masterplan site is not considered available as the proposals are unlikely to come forward in a reasonable timeframe. This site,, including timescales for redevelopment, has been considered in greater detail within the sequential pro-formas which form **appendix 4** of this statement.
- 6.5 It is considered the Aldi proposals will complement the proposals of the Goldthorpe Masterplan and the planned foodstore has been considered as

part of this retail assessment. The proposals are considered to offer wider benefits for the residents of Goldthorpe, including increasing choice and competition within the convenience marketplace, through the introduction of a new discount foodstore which will 'claw back' trade lost to competing foodstores outside of Goldthorpe.

- 6.6 Notwithstanding these clear justifications in their own right, demographics for the Dearne South ward demonstrates that unemployment within the ward was at 5.2% in 2011 which is above the national average of 4.4%, which adds material weight to the importance of continued economic growth and regeneration in the area. Furthermore the average income within the Dearne South Ward is also lower than the average Yorkshire income at £410 a week compared to £520 across the region, further demonstrating the need for an affordable foodstore for local residents. All demographics are attached in **appendix 2**. The importance of jobs is recognised in the Council's 'Growing Barnsley's Economy' strategy document which highlights the importance of jobs and raising the skill base of the district.
- 6.7 Importantly during uncertain economic times the store will create sustainable long-term employment (40 new full and part-time jobs), attract immediate investment and provide improved retail facilities to meet the weekly needs of local residents.

Sequential Approach

Context

- 6.8 The NPPF, as PPS4 did before it, states '*local planning authorities should apply a sequential test to planning applications for main town centre uses that are not in an existing centre and are not in accordance with an up to date Local Plan*' (paragraph 24).

- 6.9 Firstly, it is important to note from the outset that the application proposals represent a significant investment by joint applicants 'Dearne Estates Ltd' and 'Aldi Stores Limited' in the local economy. This continued investment in to Goldthorpe follows the construction of the new Aldi Regional Distribution Centre which is due to open in early 2015. This considerable investment will undoubtedly have a tangible and long term positive impacts on the local area. The current application proposals will create up to 40 new full and part time jobs at the Aldi foodstore, further to the 500 new jobs created at the Regional Distribution Centre.
- 6.10 The proposal has been designed to serve a localised catchment of the Dearne Towns in order to reduce the need to travel and provide immediate choice and competition in the area. There is an immediate need to provide additional convenience choice in the area to prevent continued unsustainable shopping patterns. Aldi have a strong desire to locate in this area to augment their proposals for the Distribution Centre. Neither the issues of continued leakage nor the desires of Aldi as a business can be addressed by the timescales for the redevelopment of the school site. . Aldi can a store by the end of 2015, closely following the opening of their new Distribution Centre.
- 6.11 The overall benefits in terms of regeneration and investment alongside the proposed quantum of residential development on this site cannot be achieved by locating the proposals on an alternative site. This site has historically been identified for development that has not materialised, therefore the application proposals are a realistic and immediately deliverable development proposals for the site.
- 6.12 In addition to the above, it is also important to set out the context of Aldi as a retailer. Given the nature of Aldi's business model as a discount retailer, there are a number of points which are of paramount importance to enable the Aldi offer to be achieved. There are a number of key principals in terms of site layout that Aldi need to adhere to ensure their business works. This includes:

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

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

6.14 The recent High Court decision at Rushden Lakes (appeal reference: APP/G2815/V/12/2190175) confirms that when considering whether there are any sequentially preferable sites, the correct interpretation is to consider whether it can be accommodated on an actual alternative site, (paragraph 15). The Secretary of State has confirmed that the requirement for flexibility does not include a requirement for disaggregation, (paragraph 16) we must therefore consider the proposals as a whole when addressing the sequential approach.

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

healthy competition and consumer choice within the food retail sector'. Although retail matters were not under discussion here, nevertheless, the Inspector agreed with Aldi's approach to the design exercise that 'form follows function'.

Sequential Assessment

- 6.16 When considering the sequential approach, the 'Practice Guidance' which accompanies the NPPF advises that the identified catchment of a proposed retail unit should be realistic and relate well to the size and function of the proposed development. The catchment of the store is attached to Appendix 5 of this Statement and is comprised of Goldthorpe, Bolton on Dearne and Thurnscoe; this catchment forms the basis of our assessment. The localised catchment of an Aldi food store has been accepted by the Council, as part of proposals at Royston, Cudworth and Birdwell and is largely influenced by the role Aldi's perform in providing localised convenience provision. The catchment of Goldthorpe adopted also reflects the catchment adopted in the Small Centres Study 2010.
- 6.17 When identifying sequential sites to be assessed, the Council's Retail Studies have been reviewed as well as the Goldthorpe Masterplan (2012). These documents identifies three 'in centre' development opportunity within Goldthorpe district centre and Thurnscoe Shepherd Lane local centre, which occupies a sequentially preferable location within the town centre boundaries, therefore has been assessed.
- 6.19 It is important to note that the site is located within a prominent and accessible location identified for development historically and the proposals will offer a number of qualitative benefits. Indeed, there is a notable deficiency in choice of food store provision within the Goldthorpe area, especially since the closure of two 'Netto' stores within the catchment which were the only discounter within the catchment. This therefore supports the need for the immediate introduction of a sustainable shopping location to reduce the need to travel and encourage

more sustainable shopping patterns.

- 6.20 A number of residents of Goldthorpe highlighted at the community consultation event that they currently shop at Aldi stores in Wath upon Dearne demonstrating a strong need for a discounter within the catchment
- 6.21 The site is considered to lie in an extremely prominent and accessible location within easy walking distance of a substantial residential catchment. Indeed two pedestrian routes are available that offer obvious prospects for easy pedestrian trips to take place even without any improvements to the pedestrian links. Indeed, based on a number of site visits, there is existing evidence that the routes are well used and currently connect the site with the wider catchment area and residential population.
- 6.22 There are clearly no existing units within the centres of sufficient size to accommodate the proposals as a whole. These small vacant units are more suited to be occupied by independent and comparison retailers who can boost the overall vitality and viability of the centre by widening choice within the centre.
- 6.23 The sites summarised below have been agreed to be the only sites that have to be assessed to satisfy the sequential approach. The detailed assessment of the site is provided at **Appendix 4**, along with individual illustrations to identify the extent and location of the site. Each site has been assessed against the criteria contained within the NPPF, namely whether the site satisfies the 'suitability', 'availability' and 'viability' criteria required to be considered a genuinely sequentially preferable location. Table 6.1 summarises the sequential assessment and indicates the grounds on which the site is discounted from the sequential assessment:

Site Location	NPPF Location	Available	Suitable	Viable
1. Goldthorpe Primary School, High Street, Goldthorpe	In-Centre	No	No	No
2. Development Site, North of Doncaster Road, Goldthorpe	In-Centre	No	No	No
3. Station Road, Thurnscoe	In-Centre	No	No	No

Table 6.1 Sequential Site Summary

Conclusion

- 6.24 The development site at Barnsley Road has been discussed in detail with Planning and Policy Officers at Barnsley Council at Pre-Application Stage and the requested sequential assessment has been conducted. Consequently, the above analysis demonstrates that there are no suitable sequential alternatives within the identified catchment, therefore satisfying policies 'saved' policy S3 of the UDP and Core Strategy policy CSP 31. However, what is clear from the above is that the application site, due to its availability for redevelopment; its suitability to serve a localised catchment; and overall accessibility, is the most appropriate sequential site within Goldthorpe to deliver a localised foodstore.

7.0 NPPF RETAIL CONSIDERATION – RETAIL IMPACT

Context

- 7.1 Within this section we consider the potential benefits and impacts of the proposed foodstore when set against the latest criteria in Paragraph 26 of the NPPF and in light of Core Strategy policy CSP31. As draft policy TC3 of the Development Sites and Places Document has not been formally adopted to date and is now being progressed within a Local Plan, it is not a consideration for this application.
- 7.2 Whilst the NPPF has significantly reduced the national policy criteria by which the application proposals must be considered against, this section still considers the potential impacts of the development, in order to demonstrate the many positive benefits the introduction of a discount foodstore in Goldthorpe would deliver.
- 7.3 The NPPF is clear in stating that planning decisions need to take local circumstances into account, so that local authorities respond to the opportunities for achieving sustainable development. On this point the application proposals received overwhelming support from local residents, supporting our case for choice and competition within Goldthorpe, and the need for a discount trader. This is demonstrated within the accompanying Statement of Community Involvement submitted in support of the application.
- 7.4 Further, the NPPF is clear in stating that when assessing impact, only when it is proven that any adverse impacts '*significantly and demonstrably*' outweigh the benefits (positive impacts), should development be refused. The planning system is actively encouraged to assume a presumption in favour of sustainable development, rather than an 'impediment to sustainable growth'.
- 7.5 Paragraph 26 of the NPPF states that developments not in accordance with the development plan should require an impact assessment if the

development is over a locally set threshold or if there is no locally set threshold, the default threshold is 2,500sqm. We note that no local threshold has been set by Barnsley Council. In addition, given the nature and scale of the development proposal which seeks to serve a local catchment; it was agreed as part of proposals for Aldi, Birdwell and Royston that information on the scale of the proposal, alongside information on the potential impact on surrounding shops and services - utilising information from Aldi case studies would be presented to the Council. A similar approach has been adopted in this case, whilst looking at capacity levels for Goldthorpe to accommodate further convenience floorspace allowing for the planned foodstore on the site of the existing Dearne Goldthorpe Primary School. This site has been discounted by Aldi on the grounds of 'suitability', 'availability' and 'viability'.

Existing Shopping Patterns

- 7.6 Firstly, it is important to note from the outset that the application proposal represents a significant investment by the applicant in the local economy. This considerable investment would undoubtedly have a tangible and long term positive impact on the local area. This includes the creation of up to 40 new full and part time jobs, and regeneration of a prominent brownfield site.
- 7.7 When considering the key retail planning policy tests, it is important to consider the details of the existing retail provision in Goldthorpe and identify the key competition by identifying shopping patterns within the area.
- 7.8 Goldthorpe is a defined district centre within the retail hierarchy of Barnsley and comprises a range of retailers, including 'ASDA', High Street (766 sqm net), 'Co-op' (526sqm net), 'Fulton Foods' (164 sqm net), 'Costcutter' (130 sqm net) and 'Crest Supermarket' (364 sqm net) alongside two regional bakers, two newsagent and a independent convenience retailers, all of which provide a limited and specialised range of goods.

- 7.9 Given the range of retailers identified above, the Council's Small Centre Report 2010 identifies a high percentage of trade leakage from the zone of 'Cudworth/ Goldthorpe' (Zone 5) to large food stores in Barnsley and Rotherham. The majority of respondents in Goldthorpe (27%) visited the 'Netto' in Goldthorpe to carry out their main food shopping, which is now occupied by 'ASDA'. This demonstrates the popularity and need for a discount retailer within Goldthorpe. A further 21% suggested they use 'Morrisons', Cortonwood, 18% utilising 'Tesco', Wath upon Dearne and 13% using the 'Co-op' in Goldthorpe for their main food shopping.
- 7.10 The Small Centres Report (2010) identifies that within the Goldthorpe catchment area, which is comprised of Goldthorpe, Bolton on Dearne and Thurnscoe, the retention level for convenience goods in 2008 was 15%. This includes trade in the Bolton upon Dearne and Thurnscoe local centres. The retention level was assumed to increase to 44.63% by 2014 given ASDA's occupation of Netto, Goldthorpe and Netto, Thurnscoe. The consented extension to the existing Netto discount store was never implemented and has now expired. Furthermore other post 2011 commitments which were expected to increase trade retention within the Small Centres Report have also not occurred as the planning approval for a supermarket at Thurnscoe, Shepherd Lane which has now expired. However within the adopted Goldthorpe Masterplan there are proposals for a new retail development in the town centre. We have taken account of the proposed new retail development in the district centre and we estimate the retention level after 2019 could increase to 58.89% before accounting for the Aldi proposals which would increase trade retention to 76.33% in 2019.
- 7.11 Realistically, we would expect trade to be drawn from shops that fulfil a main food shopping function on a like for like basis.
- 7.12 In addition to the above, we draw reference to the Council's 2010 in-centre survey which highlighted that the former Netto; a discount trader was a popular shopping destination for local residents. We note that

following the ASDA acquisition of Netto; this removed a discount facility from the settlement. This was noted by residents at the consultation event and documented in the supporting SCI which accompanies this application.

Application Proposals and Improved Trade Retention

- 7.13 Firstly, it is important to note from the outset that the application proposal represents a significant investment by the applicant in the local economy. This considerable investment would undoubtedly have a tangible and long term positive impact on the local area. This includes the creation of up to 40 new full and part time jobs, and regeneration of a prominent brownfield site.
- 7.14 In order to quantify any potential impact of the proposed development, it is first important to estimate the likely turnover that would be expected from the retail floorspace proposed. Based on the 2014 sales density figure of £8,952, which is taken from the Aldi Consultants estimates informed by the Mintel UK Retail Rankings (2014) with assumptions applied, the proposed Aldi Store at the year 2019 is expected to generate a convenience turnover of £7.88m.
- 7.15 Turning to trade draw, the Council's 2010 Retail Study identifies a high percentage of main food trade leakage from the residents of Zone 5, of which the Goldthorpe Catchment retains 15% (based on 2007 HHS) at the year 2008. Popular out of shopping destinations include large out-of-centre stores within Barnsley and Rotherham, as discussed in paragraph 6.9 of this statement.
- 7.16 Since the 2008 HHS, we note that ASDA now operate from the former Netto stores at Goldthorpe and Thurnscoe. To account for this change, a benchmark assessment based on Mintel Retail Rankings 2014 has been included, alongside the removal of the trade generated from the Netto based on a benchmark assessment. The turnover of other stores is included and taken from the Council's 2007 HHS and 2010 Small Centre

Study for zone 5 Goldthorpe only. We note that the turnover of the centres from 2008 to 2019 (excluding Netto turnover) was projected forward using Experian Retailer Planner 11.

- 7.17 A benchmark assessment has been undertaken for the ASDA stores and factored into the existing turnover of the centres subtracting the Netto benchmark turnover. The turnover of 'other shops' within the centres which still exist today are generated from the 2008 HHS and are consistent with the 2010 Smaller Centre Study. We note that Planning Potential have assumed that trade to support the ASDA store will be entirely from zone 5 to be robust. However, in reality it is assumed that a percentage of this trade will come from outside of the Goldthorpe catchment. This is also the case for Aldi. Table 7.1 presents a capacity assessment for Goldthorpe; representing a worst case scenario.
- 7.18 Overall, the assessment identified surplus capacity to support additional convenience floorspace, as demonstrated in table 7.1 below.

Table 2: Retail Capacity Analysis

	Goldthorpe Catchment Area		
	2008	2014	2019
Assumed E&L Goldthorpe Catchment Expenditure (50% of Zone 4) (1)	51.11	45.49	45.17
Existing Turnover (£m) (3)	7.56	6.73	6.68
Uplift generated by ASDA following occupation of former Netto, Goldthorpe (£m) (5)		7.9	7.85
Uplift generated by ASDA following occupation of former Netto, Thurnscoe (£m) (5)		6.42	6.38
Retention Level (%)	15%	53.73%	53.71%
Remaining Capacity (£m)	43.55	24.44	24.26
Proposed Aldi Turnover (6)		7.94	7.88
Remaining Capacity (£m)		16.50	16.38
Retention Level (%)		63.73%	63.74%
Turnover of Commitments (£m)			6.5
Retention Level including commitment (%)			78.13%
Capacity (£m)			9.88
Remaining Capacity (£m)		16.5	9.88

Note:

(1) Defined as 50% of the expenditure of residents in Zone 5 Cudworth/Goldthorpe (expenditure excludes non-store retailing) derived from the Small Centres Study 2010.

(2) Zoning system based on 2007 Household Survey.

(3) Comprises Goldthorpe, Bolton upon Dearne and Thurnscoe derived from Appendix 3 of E&L Small Centres Study 2010.

(4) Retention levels at 2014 and 2019 allow for ASDA trading from the former Netto foodstores at High Street, Goldthorpe and Welfare Road, Thurnscoe. A benchmark assessment based on Mintel Retail Rankings 2014 has been included, alongside the removal of the trade generated from the 2007 HHS for Netto. The turnover of other stores is include and taken from the Council's 2007 HHS and 2010 Small Centre Study for zone 5 Goldthorpe only.

(5) Turnover of ASDA at 2014 and 2019 projected forward using Experian Retail Planner Brief 8,9, 10 and 11 in line with 2010 Smaller Centre Study.

(6) Sales Density Figure taken from Aldi Consultants estimates, source Mintel UK Retail Rankings 2014; assumptions also applied and projected forward using Experian Note 9 and 11.

(7) 2008 price base in line with Council's Retail Studies.

Vitality and Viability of Goldthorpe District Centre

- 7.19 Information on existing shopping patterns was collated from the Council's Household Survey which informed the Council's 2010 Small Centres Study. As highlighted above, the Council's previous Retail Studies have identified surplus capacity for additional retail convenience expenditure, with additional capacity now available given that previous commitments have now expired.
- 7.20 Health checks of Goldthorpe district centre and local centres within Thurnscoe and Bolton upon Dearne were undertaken in July and August 2014 and attached to **Appendix 3** of this statement. The health checks demonstrates that the centre are performing adequately in its role as a retail centres and provides a range of national and independent retailers which seek to meet the day-to-day needs of local residents.
- 7.21 However, the health checks undertaken demonstrate that Goldthorpe and the surrounding centres are in need of investment and regeneration in order to fulfil their roles. Goldthorpe has seen recent public realm improvements and there are signs that the Goldthorpe Masterplan is beginning to take place, especially with the demolition of buildings. In addition, local business owners positioned along Barnsley Road are undergoing shop refurbishments. The Council is proposing to buy a number of premises in order to deliver the Masterplan so one could argue that this is a reason behind some of the vacant units, particularly along Doncaster Road and Market Street. The Masterplan also outlines a number of residential developments that could increase the demand on convenience and comparison goods within the centre.
- 7.22 Finally, the number of vacant units within the centre is significantly higher than the UK national average (11%) at 32%. As a result of the current economic climate and closure of the miners in the area, it would be fair to suggest that Goldthorpe has suffered and is in need of investment and regeneration. At the time of survey, it was noted that all of the 33 vacant units were dispersed and mainly former independent retailers and the

majority of them are distributed along Doncaster Road, Barnsley Road and Market Street. From our initial health check in November 2013, the amount of vacant units has improved. In 2013 there were 41 vacant units, compared to in July when there were 33. The previously vacant units are now either comparison retailers or offer services dealing in E-cigarettes, clothes and hair and beauty. This highlights new retailer interest in the centre and investor confidence in the area.

- 7.23 In respect of the perceived impact the Aldi foodstore may have on the centres, it is envisaged that any impact would be on a like for like basis in accordance with the 'Practice Guidance Notes' as well as proximity principal (i.e. stores closest to the proposal). On this point, Aldi stores act as main food shopping destinations and tend to compete with large out-of-centre superstores that draw trade from Aldi's proposed local catchment. Aldi also predict that some of the trade from their existing stores in the area will be diverted to the new store such as Aldi at Wath upon Dearne which residents of Goldthorpe are currently utilising. These would be customers who are Aldi shoppers already but currently travel outside the catchment area i.e. to Aldi.
- 7.24 Given the position of the site, approximately a 10 minute walk into the centre, and based on evidence collected at other Aldi stores (provided as part of the case study evidence below), we consider that there will be a high proportion of linked trips which will generate spin-off trade for the centre allowing for a potential uplift of the centre. Use Dronfield not Dinnington.
- 7.25 In summary, there is sufficient capacity to accommodate further retail development; and given the scale, nature and function of an Aldi store it is considered that the impact on the vitality and viability of existing stores and centres is negligible. This is supported by the findings of Aldi case studies and information supplied below.

Effect on Planned Investment

- 7.26 The application proposals will not result in any significant adverse impacts on any planned investment expected within the Goldthorpe catchment area. As set out above, we consider that the introduction of an Aldi store in this location will offer choice and competition within the market place - through the introduction of a discount supermarket. It is considered that the proposal will result in significant new investment into the local economy which in turn will lead to sustainable economic growth.
- 7.27 In addition to the above, the submitted capacity assessment identifies surplus £9.88m for additional convenience goods floorspace when accounting for the planned foodstore development on the existing School site and the proposed Aldi foodstore.
- 7.28 Overall, it is evident from both investor confidence and our own health checks that Goldthorpe, despite the economic downturn there are notable signs of developer and investor confidence in the centre, with investment already underway. Therefore it is considered that the proposals, given their scale and purpose for localised shopping provision are unlikely to have impact on future growth in Goldthorpe.

Appropriateness of Scale

- 7.29 The application proposes the construction of a 'discount foodstore' (Use Class A1) which will be occupied by Aldi Stores Limited.
- 7.30 The Planning Inspector for the Rushden Lakes decision (appeal reference: APP/G2815/V/12/2190175) confirmed that both 'scale' and 'need' are no longer of any direct relevance to whether or not a retail development is acceptable in planning terms, (paragraph 8.38 and 8.40).
- 7.31 In terms of physical scale the store will have a gross external floorspace of 1,763 sqm, and net sales area of 1,108 sqm. The breakdown of floorspace is provided in paragraph 3.4 of this statement. To support the store a

total of 102 car parking spaces will be provided for the foodstore adjacent to the store, this is within the Council's maximum car parking standards for the size of store. The car park will include 5 disabled spaces and 7 parent / toddler spaces. Further to this 2 motorcycle spaces are proposed and 10 cycle hoops along to store frontage.

- 7.32 From the results of our health check alongside information presented within the Council's retail studies, existing stores within Goldthorpe seek to meet the day-to-day top-up shopping needs of local residents, with a high portion of residents travelling outside of Goldthorpe to undertake a main food shop. In order to retain trade within the catchment area and increase competition for the benefit of local residents; the store needs to be of a certain scale to compete effectively, and provide a genuine alternative to stores outside the catchment. The scale of store with a net sales area of 1,108 sqm would allow Aldi to offer a full food range, allowing customers to satisfy their main food shopping needs. This is a particular benefit of the proposals and one which should be taken into account when considering any sequential alternatives to the application proposals.
- 7.33 In addition to the above, national planning policy has for many years focused on shortening car journeys and providing facilities in accessible locations near to where people live. Indeed the NPPF at paragraph 34 states that *'plans and decisions should ensure developments that generate significant movements are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised'*. It was established at the consultation event that a high number of local residents from Goldthorpe travel to the food stores outside of the area to undertake a main food shop with a number of residents stating they currently shop at Aldi, Wath upon Dearne. By providing a local store, car journeys will be reduced and retain people within the catchment of Goldthorpe.
- 7.34 Finally, the scale of the store proposed will also result in significant economic benefits including; investment, job creation and spin-off benefits

for existing businesses associated with increased retained expenditure in the local catchment. These benefits would be severely diluted should the scale of the proposed food store be reduced. The proposal is therefore in line with section 7 of the NPPF.

Linked Trips

- 7.35 The concept of linked trips underpins national planning policy on town centre uses. The ability for retail development to be concentrated, improving competition, and reducing the need to travel is at the heart of the sequential approach. Locations that are well connected to and within easy walking distance of other shops and facilities will increase the level of linkage between shops and services and thereby reduce the need to travel.
- 7.36 The application site is located along Barnsley Road, approximately 1.1 km west of Goldthorpe district centre. Given the sites prominent location, the site benefits from good public transport links and established pedestrian footpaths.
- 7.37 The concept of the 'linked trip' does not necessarily only have to take place only on foot. It is considered that given the sites gateway location and position on the road network in to Goldthorpe district centre along Barnsley Road, the chances for catching 'pass-by' trips is high for shoppers entering and leaving Goldthorpe to conduct their shopping.
- 7.38 In addition to the above, given the nature of an Aldi foodstore as discussed in Section 5 of this Statement, it is considered wholly realistic to assume that a proportion of those who visit the proposed Aldi store for food shopping purposes will combine this with a trip to Goldthorpe district centre.

Case Studies

- 7.39 Aldi have undertaken a number of case studies to examine their customer shopper's habits and the potential effect on other retailers. The three case studies identified below are attached at **Appendix 6**.

Barugh Green, Barnsley

- 7.40 This Case Study has been selected due to the stores out of centre location and its role in providing an accessible localised shopping facility for the residents of Barugh Green, Barnsley. We note the store is also located within the Barnsley Authority area.
- 7.41 Within the Committee Report for this application significant weight was given to the employment opportunities that would be generated on the site through retail development. The proposals were seen as having the ability to address an identified deficiency in the area, and existing shopping patterns were acknowledged to be unsustainable. In design terms, the proposal was considered to be able to uplift the area and aid regeneration. Although a departure from policy, material considerations were considered sufficient to justify the departure.
- 7.42 The store opened in spring 2012 and is trading well. The store provides a walk-in facility for members of the local community. The store provides an important choice, particularly in recent economic times. Local shops and services in nearby centres as identified in Appendix 1 of the Case Study attached, demonstrates that the local centres of Darton, Dodworth and Mapplewell have continued to trade well. This is demonstrated by each centres low vacancy rate and diversity of provision, served by its own food store. It is considered this scenario will be repeated within the Goldthorpe catchment.

Dinnington

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

Dronfield

- 7.46 The Dronfield case study has been selected due to the topography of the town and it's out of centre location. The store sits at the bottom of a hill some 400m or so from Dronfield Town Centre and provides a stand alone shopping role for the residents of Dronfield. Customer surveys were carried out to establish shopping patterns, these demonstrated that:
- 11% of shoppers were already Aldi shoppers transferring from other stores;
 - 62% of shoppers previously carried out their main food shopping outside Dronfield demonstrating clawback of trade to the local area; and,
 - 32% of shoppers undertook linked trips with the centre.

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

Beverley

- 7.48 The Aldi, Beverley case study has been chosen given the stores out of centre, as a standalone store on the outskirts of Beverley. Planning permission was granted in August 2012 and the store opened 26th September 2013.
- 7.49 The site is located on main road, 1.5km from the nearest centre. It was identified that the majority of food shopping trips that were currently being made were to out of centre locations. In addition to this, in centre stores were trading at a level that any impact would not be cause for concern.
- 7.50 The proposals were viewed by the planning authority as sustainable development in an accessible location. A new Aldi store represented the opportunity to regenerate a vacant untidy site whilst providing a local discount foodstore for residents in the north/ east of the town.
- 7.51 The proposals were viewed as an opportunity to improve choice and competition and would represent new investment and sustainable economic growth. Sequential options were thoroughly assessed, including the town centre and the edge-of-centre Flemingate site. It was concluded that there were no suitable, viable sustainable options and that a store in this location would not cause harm to either the town centre or the deliverability of the Flemingate proposals.

8.0 PLANNING ASSESSMENT- OTHER MATERIAL CONSIDERATIONS

Principal of Development

- 8.1 As previously discussed the site lies within the urban fabric of Goldthorpe and within the settlement boundaries of Goldthorpe. At present the application site benefits from unimplemented planning permission for redevelopment, thus establishing the principal of development on the site. The site is considered to be completely under-utilised in terms of built development, but offers an ideal site for a mixed-use development, that will form a logical extension to the urban fabric of Goldthorpe. The site is well defined by the road network and established landscaping features including trees and hedging which makes the site relate more to the urban fabric of Goldthorpe than the surrounding green belt. We note that this allocation has not been taken forward by the Council, as part of their LDF evidence base which will inform their new Local Plan. However, as a result of the previous on site planning permission the principle of development has already been established on site.
- 8.2 It is considered that development on this plot of land would rejuvenate the site and deliver much needed housing, in line with Barnsley's housing requirements and a sustainable and immediately deliverable foodstore. This is discussed in detail in the Housing and Planning Statement.

Accessibility

- 8.3 A key objective of the NPPF and local policy is to support development which is accessible, and leads to the reduction in car journey lengths. Indeed Paragraph 34 of the NPPF states that '*decisions should ensure developments that generate significant movements are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised*'.
- 8.4 It is considered that the application site is a highly accessible location by a

choice of means of transport. Situated within the built form of Goldthorpe, along Barnsley Road – a principle road into Goldthorpe district centre; the site is considered accessible, with 22,030 living within the defined catchment of the Dearne Towns which is comprised of Goldthorpe, Thurnscoe and Bolton upon Dearne (populations figures based on the ONS 2011).

- 8.5 Vehicular access to the site will be from Barnsley Road to the south. The route connects the site to the district centre and wider residential areas, and is subject to a 30mph speed limit. Overall, it is considered that traffic associated with the development can be dissipated throughout the network with ease, avoiding pressure points.
- 8.6 In terms of public transport, there are a number of bus stops located along Barnsley Road. Bus services X19, 203, 213, 216, 217/218, 219 and 226 provide a regular service through the centre of Goldthorpe and on to the surrounding settlements of Wath upon Dearne, Bolton upon Dearne, Conisbrough, Wombell, Thurnscoe, Barnsley, Doncaster and Rotherham.
- 8.7 The site is also accessible via walking, with established pedestrian linkages to south connect the site to the surrounding residential areas and neighbouring district centre of Goldthorpe. Existing pedestrian footways line Barnsley Road and are clean wide and well lit - facilitating pedestrian movement within Highgate and on to Goldthorpe.
- 8.8 Customer car parking would be provided for 102 vehicles, including 5 spaces for disabled shoppers and 7 spaces for parents with small children. In addition 2 motorcycle spaces will be provided. Located along the store frontage will be a cycle stand for 10 cycle space to facilitate alternative means of transport for local residents.
- 8.9 The accompanying Transport Assessment demonstrates that the proposed development will not significantly impact upon the highway network. The site is situated within a sustainable location close to public transport

routes and is widely accessible by a range of modes of transport; therefore travel by sustainable modes is a genuine possibility for both staff and customers. The proposed development complements policy objectives by promoting sustainable transport choices and reducing the need to travel by private car.

- 8.10 Overall the development fully complies with the requirements of Section 4 of the NPPF; Local Plan Policies T2, T17 and T22; Policies CSP 25, CSP 26, CSP 27 and CSP 28 of the adopted Core Strategy which seeks to ensure developments are accessible and will not result in any adverse impact upon the surrounding highway network.

Urban Design

- 8.11 Planning policy at both national and local level stresses the importance of high quality design that all planning applications for economic development should be assessed against. This includes whether the proposal secures a high quality and inclusive design which takes the opportunities available for improving the character and quality of the area and the way it functions.
- 8.12 The overall design of the proposal has been developed in a contemporary modern style. The main elements of the Aldi building include the use of white and anthracite horizontal cladding panels and a feature frame of terracotta rain screen cladding, with a contrasting low level brick plinth to match the existing character of the area.
- 8.13 The blade roof design allows the store to sit comfortably on the sloped site; guiding and inviting passing trade into the store from the Dearne Valley Road/Barnsley Road junction. With the blade falling towards the eastern perimeter of the site it creates a strong frontage to the main car park viewed from the Dearne Valley Road/Barnsley Road junction, whilst allowing the store to sit softly and comfortable into its surroundings reducing impact on the proposed residential properties to the east. The

nature of the store and its operation in terms of use means that the rear elevation is relatively blank in appearance. In terms of modelling, the appearance has been broken up using contrasting but complimentary materials and landscaping to soften this elevation to the adjoining residential properties.

- 8.14 The Aldi store will have large elements of shop front glazing, together with a contemporary glass entrance canopy that shall signify the entrance to the store facing mostly onto the primary elevations from which the public shall approach. High level glazing will flood light over the top of the sales layout in a ribbon arrangement in line with the canopy structure and add interest to the principle car park elevation.
- 8.15 Overall, the layout and design of the proposed site has been carefully designed and has taken on board design comments from Officers and the general public during pre-application discussions. It is considered that it is fully in accordance with that advice, as well as Section 7 of the NPPF, and Policy CSP 29 of the Core Strategy for the reasons summarised above. This is discussed in more depth within the accompanying Design and Access Statement which provides details of the scheme.
- 8.16 In respect of the proposed residential development, at this stage the applicants are seeking outline consent for the residential element of the proposals; with only access is to be determined. Therefore details of the appearance, layout, scale, and landscaping of the dwellings is not a matter for consideration. However the layout of the development will be led by the position of the access road which is for approval as part of the current application. The position of the residential element will also be influenced by the position of the proposed Aldi foodstore to the west of the site.
- 8.17 It is therefore considered that the development proposals comply with Section 7 of the NPPF; Policies contained within the UDP and Core Strategy; and in line with supplementary guidance in the form of the

Planning Advisory Note 30 and Design New Housing Developments SPD for the reasons summarised above. This is discussed in more depth within the accompanying Design and Access Statement which provides details of the scheme.

Amenity

- 8.18 Paragraph 123 of the NPPF seek to ensure that developments do not conflict with or have any adverse impact upon neighbouring noise sensitive land uses.
- 8.19 The proposed delivery yard will be located on the northern elevation of the proposed Aldi foodstore, immediately adjoining the stores footprint. The service yard will incorporate a loading bay (comprising self levelling dock), roller shutter access doors and a sheltered canopy system. Located to the east of the service yard are proposed residential dwellings. In the interest of residential amenity, the application proposes a substantial landscaping buffer around the service yard to mitigate the potential impact of the service yard on the proposed residential development.
- 8.20 Notwithstanding the design, a technical analysis on noise has been undertaken by independent consultants that confirm that the proposals are acceptable and will not result in any detrimental impact on residential amenity either on existing properties or the new residential development. A 3 metre acoustic barrier is proposed along the northern boundary of the residential development to mitigate the effects of traffic noise on the proposed residential dwellings. Analysis of noise associated with servicing arrangements, car park and fixed plant shows that the noise impact on surrounding noise sensitive properties should not have a significant impact.
- 8.21 Overall, it is anticipated that the Aldi store will receive approximately 2 articulated lorry deliveries per day plus a single delivery from a local milk supplier. HGV deliveries are expected to typically take 30 minutes and

unloading is a straightforward exercise, given that Aldi's stock is delivered on pallets which are simply rolled into the warehouse, utilising the automated dock levelling system. Furthermore, as part of ALDI's delivery procedure the responsibility for the unloading of a servicing vehicle rests with its driver, as such there is no potential for delay in the process as it is not necessary to wait for store staff to deal with the vehicle on its arrival (as is the case with many other mainstream convenience retailers). Aldi are willing to accept conditions to restrict deliveries to daytime hours only.

- 8.22 Lighting on the site will be carefully controlled to ensure no light spillage to neighbouring properties. Lights in the car park are turned off at night with low level lighting remaining in the store for security purposes.
- 8.23 With regards to scale and massing, the proposal will be broadly commensurate with the heights of surrounding residential properties. Furthermore given the sites current levels, it is proposed to level the site and effectively sit the store into the site using the existing and new landscaping. Therefore further reducing any visual impact and shielding neighbouring properties from perceived noise.
- 8.24 We note that the development proposals is in line with Policies H8a and ED4 of the UDP; Policy CSP29 of the Core Strategy and guidance contained in the 'Residential Amenity and the Sitting of Buildings SPD'. Further details will be provided within the reserved matters application.

Flood Risk and Drainage

- 8.25 Due to the combined site area of 1.94ha, a Flood Risk Assessment for the site has been submitted as part of the application package and the first important point to note is that the development site falls within Flood Zone 1 and the Sequential Test of the NPPF is therefore satisfied.
- 8.26 The report concludes that the risk of flooding has been considered across

a wide range of sources and the site is not exposed to any significant risks of flooding.

Sustainability

- 8.27 Another key objective of the NPPF is to support the transition to a low carbon future. As a result, the proposal seeks to incorporate a number of energy and sustainability aspects.
- 8.28 In respect of energy efficiency, a 24.2% reduction in energy uses can be achieved through the latest technologies. Utilising the Arctic Circle Free Heat System (an air source heat pump which uses variable refrigerant volume air source heat pump technology with heat reclaim) and other energy/ carbon saving technologies such as LED car park lighting that Aldi can yield the 15% carbon reduction.
- 8.29 In addition, the proposal will also reduce the need for local residents to travel outside of the area to undertake their main food shopping needs with a discount food trader – this trend has increased given the current economic climate. It is considered that this in turn will reduce carbon emissions. As such staff and customers will be encouraged to use sustainable modes of travel to the store as set out in the Draft Travel Plan (which forms part of the Transport Assessment). The development will provide customer cycle spaces adjacent to each store entrances.
- 8.30 It is also important to note, as detailed in earlier sections, Aldi pride themselves on offering genuine quality products at heavily discounted prices. Crucial to this objective is the efficient running of operations in order to avoid having to transfer unnecessary costs on to customers. Such efficiencies also have added advantages in making the day-to-day running of stores more environmentally sustainable. In addition, Aldi further endeavour to generally operate in a sustainable manner as a commitment to achieving a 'greener' company. Examples include:

- At the distribution depot, goods are prepared, packaged and palletted ready for delivery straight to the shop floor of the store. In addition to reducing the amount of packaging necessary for transportation, this also minimises the amount of vehicular movements required for deliveries as a store will only ever require, at most, two deliveries per day. This excludes bread and milk deliveries, although;
- Bread and milk is sourced locally, meaning that road time is further reduced as vehicles do not have to travel as far to dispatch deliveries of these products.
- Strict controls over packaging to minimise waste. Only returnable and reusable crates and pallets are used. The aim is to ensure that any waste that is generated is limited to cardboard and plastics, which are then recycled.
- Any organic waste from spoilage is stored in paladins and removed regularly for safe and sustainable disposal, such as compost and animal feed.
- Whilst sufficient lighting is fitted to allow for the safe and convenient use of, for example, car parks, this will be kept to a minimum to avoid light pollution and unnecessary use of energy. Lights are turned off outside of store opening hours.
- Aldi stores are not fitted with air conditioning systems, which consume excessive amounts of energy. Instead, stores are designed so as to be 'self-sufficient'. External doors are not left open. Efficient building techniques, to incorporate good insulation and natural circulation, enable temperatures to remain stable in both winter and summer.
- Carrier bags, which are made of recyclable materials are available for customers, although usage is discouraged as these come at a small price. Customers are instead encouraged to re-use carrier bags and boxes.
- Stringent management regimes of the external areas ensures that litter is kept to a minimum, whilst coin operated trolleys minimise the potential for these to be taken off site and discarded.

- 8.31 The Design and Access statement provides details of the scheme's energy requirements, based upon energy efficiency and a low carbon and renewables assessment in line with Core Strategy Policies CSP1, CSP2 and CSP5.

Site Investigations

- 8.32 A phase 1 Geo-environmental Desk Study produced by 3E, confirms that based on the site history and walkover survey, it is considered that the site itself presents a low environmental risk with respect to contamination. Further ground investigations are required and which can be subject to conditions. These ground investigations will confirm the site conditions.

Trees

- 8.33 The submitted Arboricultural Report by Urban Green concludes there are no trees on site that are of significance. All trees are categorised as being of Low Quality and amenity value (category C). It is important to note that existing trees on site are located along the boundaries of the site therefore are to be retained, with additional landscaping features to be installed where possible.

Ecology

- 8.34 A Preliminary Ecological Appraisal has been submitted as part of the application and concludes that all habitats on site are common and widespread and are not classed as notable or important habitats in their own right. None of the habitats support notable or protected plant species and the habitats present are not deemed to be valuable habitats. The loss of these habitats would not be significant in ecological terms.
- 8.35 The proposals are expected to have a negligible/minor negative effect on nesting birds.

- 8.36 No buildings or trees on site were found to have any features suitable for housing roosting bats therefore detailed bat surveys (tree inspection and activity surveys) are not required.
- 8.37 In respect of other animal species, there is no evidence to suggest that badgers are present on site or within the local area. Therefore, no further survey regarding badgers is required. No signs of reptiles were noted during the survey and the site does not provide suitable reptile habitat. It is highly unlikely that the proposals will affect any local reptile population. No further survey for reptiles is required.

Social Inclusion

- 8.38 Goldthorpe is identified as an area in need of regeneration and investment. On this point, national statistics (2011) for the Dearne South Ward highlights that 5.2% of the residents are unemployed compared to an average for England of 4.4%. Demographics are attached in **Appendix 2**.
- 8.39 Aldi are proud to be able to invest within the communities where they locate their stores, including being able to provide regeneration and enhanced vitality and viability. Many of the regenerative benefits, including the specific elements of this proposal, have been discussed earlier, although other social benefits will be delivered:
- Site and store layouts are designed so as to alleviate crime and antisocial behaviour. Public areas are lit and openings arranged in such a way so as to enable such areas to remain well monitored.
 - Level store access, wide aisles and easily accessible checkouts further add to this. In instances where underground parking is proposed, lifts and stairwells give direct access to the shop floor.
 - In addition to being an economic benefit, Aldi also actively pursue an equal opportunities and local policy for staff recruitment.

- As detailed earlier, the Aldi concept is one that offers genuinely quality products at heavily discounted prices. In areas suffering from high levels of deprivation, particularly in respect of income, social exclusion is directly addressed.

Economic Growth and Local Employment

- 8.40 A further positive impact of the application proposals is the significant investment into the local economy and the resultant boost to local job opportunities.
- 8.41 At present the site is vacant land providing no contribution to the local economy. The redevelopment of the site will enable the employment of approximately 40 people at the proposed Aldi foodstore, in addition to the high quality design and physical enhancements.
- 8.42 It is important to note that Aldi have a policy of recruiting locally as this benefits how the store operates and integrates Aldi into the community. Aldi staff are paid higher than industry standard and receive a full training programme, with store staff trained to carry out any role within the store.
- 8.43 It is apparent that, in addition to the strong policy and retail justification for the proposals, there are many additional benefits of an Aldi store, such as providing an essential facility to its surrounding community. Indeed, there is a lack of provision in the area for existing residents, and the proposal by Aldi will enable the centre to be formally recognised.
- 8.44 The site will significantly improve and enhance the contribution of the site to the character of the surrounding area and, furthermore, will be carried out in such a manner so as to deliver significant environmental, social and economic benefits, achieving the aims outlined in adopted Local Plan documents.

Conditions

- 8.45 Aldi would be happy to accept conditions in respect of opening and service hours, construction management, to ensure the benefits of the application are achieved.
- 8.46 It is apparent that, in addition to the strong policy and retail justification for the proposals, there are many additional benefits of an Aldi store, such as providing an essential facility to its surrounding community. Indeed, there is a lack of provision in the area for existing residents, and the proposal by Aldi will enable the centre to be formally recognised.
- 8.47 The proposals will significantly improve and enhance the contribution of the site to the character of the surrounding area and, furthermore, will be carried out in such a manner so as to deliver significant environmental, social and economic benefits.
- 8.48 Overall, the proposed development fully complies with the NPPF and Local Planning Policy.

9.0 CONCLUSION

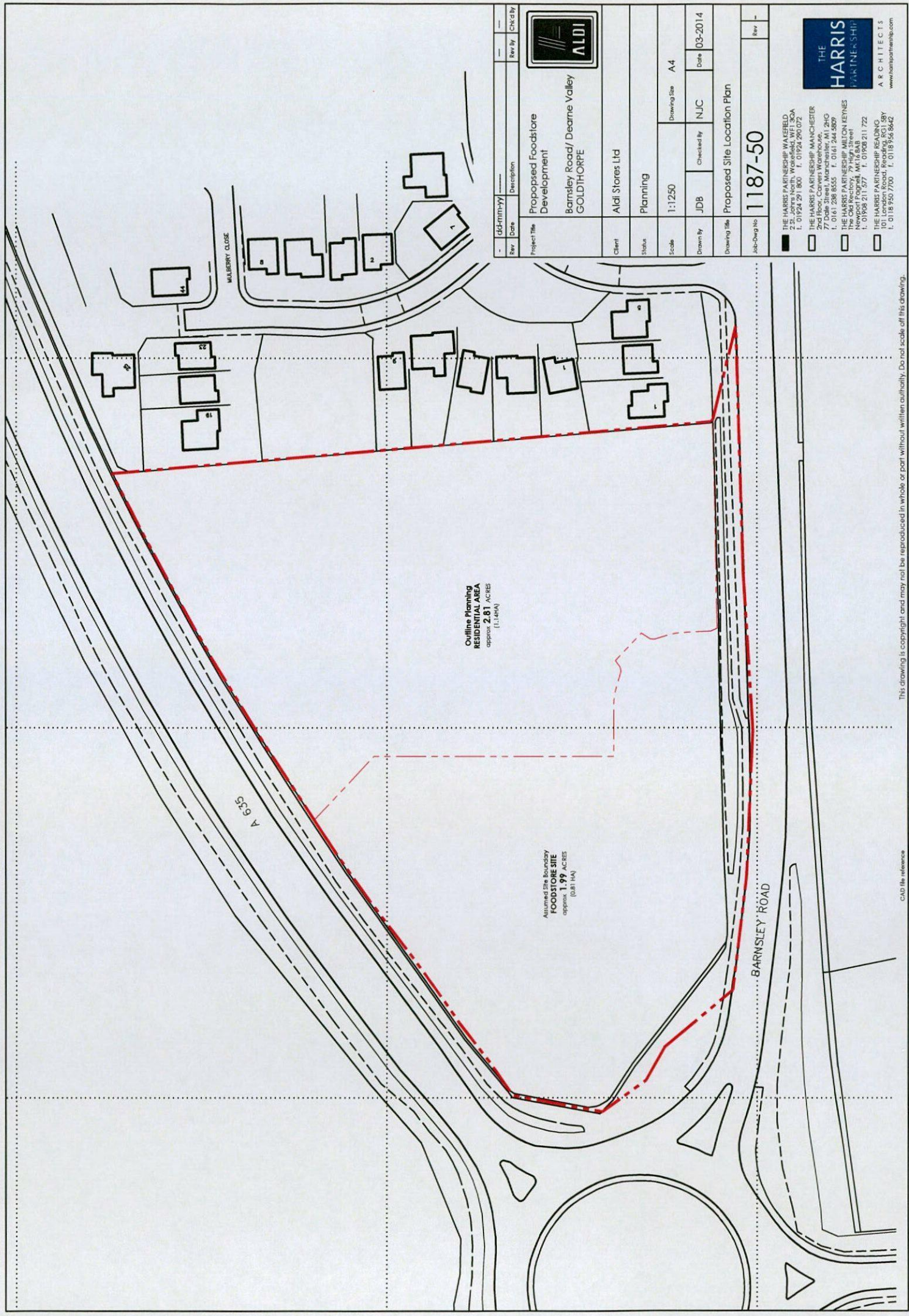
- 9.1 This Planning and Retail Statement has been prepared on behalf of joint applicants 'P. & D.M.J. Atkinson & Son Limited', 'Aldi Stores Ltd' and 'Dearne Estates Ltd' and supports an exciting development opportunity for investment on a prominent development site, within the urban fabric of Highgate, Goldthorpe; a settlement where the Council's policies seek to direct growth and investment.
- 9.2 Discussions between the Applicant and Barnsley Metropolitan Borough Council regarding the redevelopment of this site have taken place in advance of the planning application's submission. The scheme has also been publicised through a comprehensive community consultation exercise, including consultation with a range of local stakeholders. Overall, there has been an overwhelming positive reaction to the proposals (96% support). This consultation has informed the application proposals and is detailed further in the Statement of Community Involvement submitted as part of this application.
- 9.3 The application proposals represents an opportunity to enable significant immediate investment into the local economy through the delivery approximately 35-40 new job opportunities at the Aldi foodstore, this is in an addition to the 500 jobs that will be created as a result of the Aldi Distribution Centre that is due to open in 2015. The combination of these two significant developments will also act as a catalyst for further investment into the area.
- 9.4 Section 4 of this Statement has provided a comprehensive planning policy analysis, and demonstrates how the proposed development seeks to meet the key objectives of the saved policies contained within the Barnsley Metropolitan Borough Council UDP, Core Strategy and emerging Local Plan and all other relevant planning policies.
- 9.5 The sequential assessment set out in Section 6 has demonstrated that there are no sequentially preferable sites within the proposed catchment

of Goldthorpe that can accommodate the scale and form of development proposed. Compliance can therefore be demonstrated with paragraph 24 of the NPPF and policy S3 of the UDP and policy CSP 31 of the Barnsley Core Strategy.

- 9.6 In line with paragraph 27 of the NPPF, section 7 also demonstrates that the proposals will not give rise to any significant adverse impacts. Indeed the submitted capacity assessment demonstrates there is sufficient expenditure within the catchment to support the existing retail centres, the planned foodstore development on the Goldthorpe School Site and the proposed Aldi foodstore. Furthermore there will be residual capacity following these developments. On this point, Barnsley Road forms the sites southern boundary and provides an excellent direct pedestrian and vehicular link to the residential population of Highgate and onwards to Goldthorpe District Centre, therefore facilitating linked trips and 'spin-off' trade for local retailers.
- 9.7 In addition to the above, the retail analysis within this statement has shown that within the catchment of the proposed store, there is a clear deficiency in respect of choice for main food shopping with the majority of main food convenience shopping currently being undertaken in convenience stores within Barnsley. Overall, the statement demonstrates a new Aldi food store will not impact on the vitality and viability of existing centres within the catchment area and will help claw back trade in to the wider Highgate and Goldthorpe settlements. This is demonstrated by various case studies provided by Aldi which provide vital information on the 'spin off' benefits a new Aldi store can deliver. This includes investment and regeneration, linked trips, retained convenience expenditure retention and enhancing consumer choice. Furthermore the proposals will provide a localised shopping facility for local residents, reducing existing journey lengths, which is in line with the aspirations of the NPPF (2012) and local planning policies.
- 9.8 Overall, as demonstrated in both this and other supporting statements, the proposals are justified against the NPPF and local policy objectives and

aspirations and it is therefore, respectfully requested that permission is granted to facilitate the beneficial development of this site north of Barnsley Road, Highgate, Goldthorpe.

Appendix 1: Site Location Plan



Rev	dd-mm-yy	Date	Description	Rev By	CHK'd By
1	01-03-14	01-03-14	Proposed Foodstore Development		
Project Title					
Barnsley Road/ Dearne Valley GOLDTHORPE					
Client					
Aldi Stores Ltd					
Status					
Planning					
Scale					
1:1250					
Drawing Size					
A4					
Drawn By					
JD8					
Checked By					
NJC					
Date					
03-2014					
Drawing Title					
Proposed Site Location Plan					
Job-Dwg No					
1187-50					
Rev					
1					



Proposed Foodstore Development
Barnsley Road/ Dearne Valley
GOLDTHORPE

Client: Aldi Stores Ltd

Status: Planning

Scale: 1:1250

Drawing Size: A4

Drawn By: JD8

Checked By: NJC

Date: 03-2014

Drawing Title: Proposed Site Location Plan

Job-Dwg No: 1187-50

Rev: 1

THE HARRIS PARTNERSHIP WAKEFIELD
101 London Road, Reading, RG1 5BY
T: 0118 950 7700 F: 0118 950 8442

THE HARRIS PARTNERSHIP MANCHESTER
2nd Floor, Capenhurst Warehouse,
77 Dale Street, Manchester, M1 2HG
T: 0161 238 8555 F: 0161 244 5809

THE HARRIS PARTNERSHIP MILTON KEYNES
101 London Road, Reading, RG1 5BY
T: 0118 950 7700 F: 0118 950 8442

THE HARRIS PARTNERSHIP NEWPORT
101 London Road, Reading, RG1 5BY
T: 0118 950 7700 F: 0118 950 8442

THE HARRIS PARTNERSHIP WAKEFIELD
101 London Road, Reading, RG1 5BY
T: 0118 950 7700 F: 0118 950 8442

THE HARRIS PARTNERSHIP MANCHESTER
2nd Floor, Capenhurst Warehouse,
77 Dale Street, Manchester, M1 2HG
T: 0161 238 8555 F: 0161 244 5809

THE HARRIS PARTNERSHIP MILTON KEYNES
101 London Road, Reading, RG1 5BY
T: 0118 950 7700 F: 0118 950 8442

THE HARRIS PARTNERSHIP NEWPORT
101 London Road, Reading, RG1 5BY
T: 0118 950 7700 F: 0118 950 8442

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CAD file reference

Appendix 2: Demographics

Neighbourhood Statistics



Original URL: <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13689489&c=S63+9LB&d=14&e=62&f=33217&g=6353502&i=1001x1003x1032x1004x1005&l=2483&o=362&m=0&r=0&s=1406645122260&enc=1>

Car or Van Availability, 2011 (KS404EW)

Period: Mar11

Area: Dearne South (Ward)

Variable	Measure	Dearne South	Barnsley (Metropolitan District)	Yorkshire and The Humber	England
All Households (Households) ¹	Count	4,957	100,734	2,224,059	22,063,368
No Cars or Vans in Household (Households) ¹	Count	1,376	27,108	612,903	5,691,251
No Cars or Vans in Household (Households) ¹	%	27.8	26.9	27.6	25.8
1 Car or Van in Household (Households) ¹	Count	2,224	43,197	954,222	9,301,776
1 Car or Van in Household (Households) ¹	%	44.9	42.9	42.9	42.2
2 Cars or Vans in Household (Households) ¹	Count	1,099	24,317	521,858	5,441,593
2 Cars or Vans in Household (Households) ¹	%	22.2	24.1	23.5	24.7
3 Cars or Vans in Household (Households) ¹	Count	209	4,804	102,611	1,203,865
3 Cars or Vans in Household (Households) ¹	%	4.2	4.8	4.6	5.5
4 or More Cars or Vans in Household (Households) ¹	Count	49	1,308	32,465	424,883
4 or More Cars or Vans in Household (Households) ¹	%	1.0	1.3	1.5	1.9
All Cars or Vans in the Area (Vehicles) ¹	Count	5,266	112,010	2,451,298	25,696,833

Last Updated: 30 January 2013

Source: Office for National Statistics

Notes

National Statistics

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Neighbourhood Statistics



Original URL: <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13689489&c=dearne+south&d=14&e=61&f=32626&g=6353464&i=1001x1003x1032x1004x1005&l=2521&o=362&m=0&r=1&s=1406793897698&enc=1>

Economic Activity, 2011 (QS601EW)

Period: Mar11

Area: Dearne South (Ward)

Variable	Measure	Dearne South	Barnsley (Metropolitan District)	Yorkshire and The Humber	England
All Usual Residents Aged ¹ 16 to 74 (Persons) ¹	Count	8,729	170,405	3,875,219	38,881,374
Economically Active; Total (Persons) ¹	Count	5,737	113,306	2,649,975	27,183,134
Economically Active; Employee; Part-Time (Persons) ¹	Count	1,261	24,807	564,578	5,333,268
Economically Active; Employee; Full-Time (Persons) ¹	Count	3,244	62,841	1,435,376	15,016,564
Economically Active; Self-Employed with Employees; Part-Time (Persons) ¹	Count	16	515	14,356	148,074
Economically Active; Self-Employed with Employees; Full-Time (Persons) ¹	Count	80	2,639	67,831	715,271
Economically Active; Self-Employed Without Employees; Part-Time (Persons) ¹	Count	132	2,863	80,424	990,573
Economically Active; Self-Employed Without Employees; Full-Time (Persons) ¹	Count	353	7,086	162,821	1,939,714
Economically Active; Unemployed (Persons) ¹	Count	456	8,738	187,755	1,702,847
Economically Active; Full-Time Student (Persons) ¹	Count	195	3,817	136,834	1,336,823
Economically Inactive; Total (Persons) ¹	Count	2,992	57,099	1,225,244	11,698,240
Economically Inactive; Retired (Persons) ¹	Count	1,198	28,008	570,173	5,320,691
Economically Inactive; Student (Including Full-Time Students) (Persons) ¹	Count	327	6,225	228,653	2,255,831
Economically Inactive; Looking After Home or Family (Persons) ¹	Count	457	7,435	166,214	1,695,134
Economically Inactive; Long-Term Sick or Disabled (Persons) ¹	Count	788	11,925	174,493	1,574,134
Economically Inactive; Other (Persons) ¹	Count	222	3,506	85,711	852,450

Last Updated: 30 January 2013
Source: Office for National Statistics

Notes

¹ National Statistics

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Neighbourhood Statistics

Original URL: <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13689489&c=dearne+south&d=14&e=14&f=21427&g=6353464&i=1001x1003x1004x1005&l=266&o=56&m=0&r=1&s=1406793775370&enc=1>

Income: Model-Based Estimates
Period: Apr01 - Mar02

Area: Dearne South (Ward)

Variable	Measure	Dearne South	Barnsley (Metropolitan District)	Yorkshire and The Humber	England
Average Weekly Household Total Income Estimate (Households) ^{1 2}	£	410 ³	..	520	.
Average Weekly Household Total Income 95% Confidence Interval Lower Limit (Households) ^{1 2}	£	350 ³	..	..	.
Average Weekly Household Total Income 95% Confidence Interval Upper Limit (Households) ^{1 2}	£	480 ³	..	..	.
Average Weekly Household Net Income Estimate (Households) ^{1 2}	£	370 ³	..	450	.
Average Weekly Household Net Income 95% Confidence Interval Lower Limit (Households) ^{1 2}	£	330 ³	..	..	.
Average Weekly Household Net Income 95% Confidence Interval Upper Limit (Households) ^{1 2}	£	430 ³	..	..	.
Average Weekly Household Net Income Estimate (equivalised before housing costs) (Households) ^{1 2}	£	300 ³	..	340	.
Average Weekly Household Net Income (equivalised before housing costs) 95% Confidence Interval Lower Limit (Households) ^{1 2}	£	270 ³	..	..	.
Average Weekly Household Net Income (equivalised before housing costs) 95% Confidence Interval Upper Limit (Households) ^{1 2}	£	340 ³	..	..	.
Average Weekly Household Net Income Estimate (equivalised after housing costs) (Households) ^{1 2}	£	260 ³	..	310	.
Average Weekly Household Net Income (equivalised after housing costs) 95% Confidence Interval Lower Limit (Households) ^{1 2}	£	230 ³	..	..	.
Average Weekly Household Net Income (equivalised after housing costs) 95% Confidence Interval Upper Limit (Households) ^{1 2}	£	300 ³	..	..	.

Last Updated: 18 November 2005
Source: Office for National Statistics

Notes

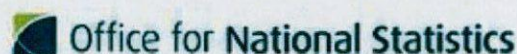
Experimental Statistics

More up to date model-based average income estimates (2004/05) are available at Middle Super Output Area and can be found on the Neighbourhood Statistics website. The Ward level model-based estimates are being published as Experimental Statistics; however the GOR level estimates are not produced by the model and are classified as National Statistics. It has not been possible to produce estimates for 13 CAS wards falling in the City of London and Isles of Scilly Local Authority Districts (LADs). This is denoted by double dots (..) in the cells for these areas. LAD-level estimates for the City of London and Isles of Scilly can be found in an annex to the full descriptive documentation associated with this dataset. Differing geographical boundaries and data sources used in producing the 2001/02 estimates mean that they are not comparable with preceding estimates for 1998/99 (which have been removed from the Neighbourhood Statistics website) or subsequent estimates which have been produced on Middle Super Output Areas and can be found on the Neighbourhood Statistics website.

3 The boundary of the geographic area to which this value relates has since been modified.

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Neighbourhood Statistics



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a=7&b=13689489&c=dearne+south&d=14&e=10&f=71&
g=6353464&i=1001x1003x1004x1005&l=141&o=1&m=0&r=1&s=1406811414641&enc=1](http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13689489&c=dearne+south&d=14&e=10&f=71&g=6353464&i=1001x1003x1004x1005&l=141&o=1&m=0&r=1&s=1406811414641&enc=1)

Approximated Social Grade, 2001 (UV50)
Period: Apr01

Area: Dearne South (Ward)

Variable	Measure	Dearne South	Barnsley (Metropolitan District)	Yorkshire and The Humber	England
All People Aged 16 and over in Households (Persons) ¹	Count	8,845 ²	171,623	3,868,291	38,393,304
AB: Higher and intermediate managerial / administrative / professional (Persons) ¹	Count	776 ²	24,258	731,113	8,520,649
C1: Supervisory, clerical, junior managerial / administrative / professional (Persons) ¹	Count	1,879 ²	39,864	1,046,135	11,410,569
C2: Skilled manual workers (Persons) ¹	Count	1,842 ²	33,256	648,644	5,780,577
D: Semi-skilled and unskilled manual workers (Persons) ¹	Count	2,452 ²	39,890	754,093	6,538,308
E: On state benefit, unemployed, lowest grade workers (Persons) ¹	Count	1,896 ²	34,355	688,306	6,143,201

Last Updated: 23 September 2005

Source: Office for National Statistics

Notes

¹ National Statistics

² The boundary of the geographic area to which this value relates has since been modified.

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Appendix 3: Health Check

Appendix 3 – Health Check

Introduction

1. The following assessment of vitality and viability is based upon the advice contained in the National Planning Policy Framework (NPPF) published in March 2012 and National Planning Policy Guidance (PPG) (2014).
2. One of the key objectives of performing health checks is to consider a centre's performance over time. This will have a bearing when considering the likely impact of new developments.
3. The performance indicators used within this study include the measurement and analysis of the diversity of uses; amount of retail floorspace; capacity for growth; retailer representation; vacancy rates; commercial yield; rental levels; pedestrian flows; accessibility; the monitoring of town centre improvements; perception of safety and the environmental quality of the centre.

Goldthorpe District Centre

4. Goldthorpe is identified as a District Centre within Barnsley Metropolitan Borough Council's adopted Core Strategy under the Policy CSP31 'Town Centres'. As such, Goldthorpe has an important role serving the localised catchments and meeting local needs.

Background

5. Planning Potential has undertaken surveys of Goldthorpe District Centre and the surrounding Local Centres on the 27th November 2013 and 9th July 2014. The survey area is based on the district centre outlined in the Smaller Centres Study (2010) 'District and Local Centre Plans'.

Diversity of Uses

6. Table 1 below shows the composition of retail units located within Goldthorpe District Centre.

Retail Category	Use Class	Number of Outlets	%	UK Average*
Convenience	A1	12	11.65%	8.30%
Comparison	A1	21	20.39%	32.69%
Services	A1, A2	25	24.27%	23.70%
Business Use	B1	0	0.00%	1.25%
Hotels	C1	0	0.00%	0.66%
Restaurant, Café, Public Houses, Takeaway	A3, A4, A5	8	7.77%	18.31%
Leisure	D1, D2, Sui Generis	4	3.88%	3.97%
Vacant	Vacant	33	32.04%	11.45%
Total		103	100%	100%

*Use Classes in line with Annex 2 of the NPPF Practice Guidance (2014) - Retail development (A1) (including warehouse clubs and factory outlet centres) (A1); leisure (D2), entertainment facilities the more intensive sport and recreation uses (D2) (including cinemas (D1), restaurants (A3), drive-through restaurants (A3), bars and pubs (A4), night-clubs (Sui Generis), casinos (Sui Generis), health and fitness centres (D1), indoor bowling centres (D2), and bingo halls (D2)); offices (B1); and arts, culture and tourism development (D1) (including theatres (Sui-Generis), museums (D2), galleries (D1) and concert halls (D2), hotels (C1) and conference facilities (D1)).

**Services A1 and A2 also included.

Table 1: Diversity of Uses July 2014

Convenience

7. Table 1 demonstrates that in July 2014, 11.65% of all the units in Goldthorpe District Centre were in use for the sale of convenience goods. This is slightly above the UK's national average of 8.3%. At present, this sector is anchored by an 'ASDA' (1,312 sqm net) on the High Street, this store provides the anchor food shopping destination for Goldthorpe and is served by a car park of approximately 80 spaces. In addition the District Centre also contains a number of smaller top-up convenience stores including 'Co-op' (526 sqm net), an independent 'Crest Supermarket' (364 sqm net) on Doncaster Road, both sited along the Primary Shopping Frontage of Goldthorpe District Centre. In addition, a 'Fultons' (164 sqm net) is within the 'Existing and Proposed Town Centre Boundary'.
8. There are also two regional bakeries, 'Cooplands', and 'Stainforths.'

9. The centre supports a range of small, specialist independent traders including 'Andy's Newsagents', 'Micky news' and 'Ashcroft Fruit & Veg'.
10. Given the make-up of convenience retailers within the centre is it clear that there is the capacity to provide discounter within the district, given the absence of such a retailer since the former Netto was converted by 'ASDA'.

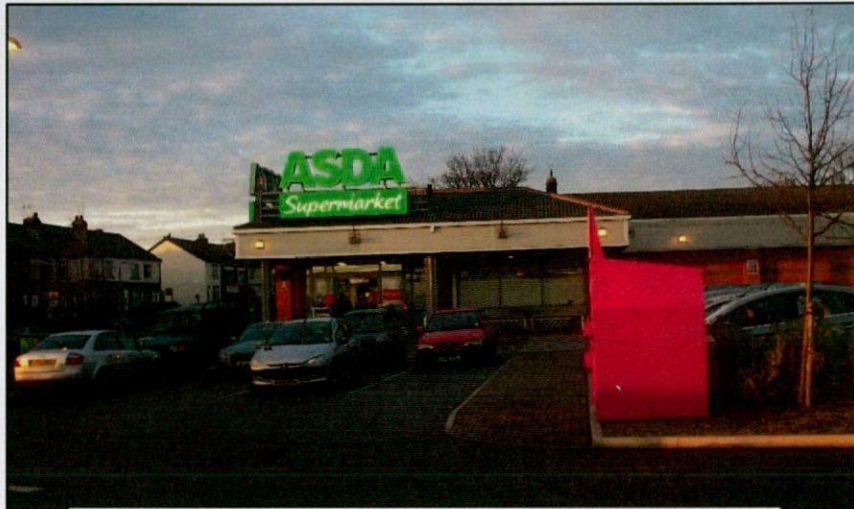


Image 1: ASDA Supermarket on High Street

Comparison

11. In July 2014, comparison traders in Goldthorpe District Centre occupied 20.39% of the total outlets which is well below the UK national average (32.69%). There are no national retailers present in the Goldthorpe District Centre, only independent comparison retailers. These retailers deal in pharmaceuticals, electrical (domestic), home-ware, shoes, florists and clothing goods.
12. Comparison traders include: 'Dearne Valley Domestic Appliances', 'Terrys DIY', 'Barnsley Hospice', 'Care & Share Shop Salvation Army', 'Carpet & Vinyl Centre', 'Destiny Clothing', 'Walton Fabrics', 'Studio Gallery' and 'Destiny Women'.

Services

13. Goldthorpe District Centre provides a variety of services, 24.27% of outlets occupied by the service sector. This figure is slightly higher than the UK's national average of 23.7%. No one type of trader is dominant in this sector, however there are a number of Hair and beauty traders, banks, opticians, estate agents and betting offices.

14. Service traders include: 'Betfred', 'QSV Hair and Beauty', '2 Let 4 sale Ltd', 'Millennium Cutters', 'Aucklands Opticians', 'Hollywood Nails', 'Vivid Salon', '365 PC', 'William Hill', 'AS Insurance Services', 'Hirst Opticians', 'Guys & Dolls', 'Bishops Estate Agents', 'Gee-Vee Travel' and 'Arncliffe Veterinary'.

Restaurants, Cafes, Takeaway and Public House

15. Goldthorpe has 8 independent takeaways, cafes and public houses dispersed along Doncaster Road, Barnsley Road and High Street. Collectively, these independent retailers make up 7.77% of the total number of outlets within Goldthorpe, which is significantly below the UK's national average (18.31%).
16. Independent cafes, takeaways and public houses include: 'Sarah's Pantry', 'Café Bijou', 'The Rusty Dudley', 'Pizza Palace', 'Dominic's Pizza', 'Goldthorpe Grill' and 'Kings Fried Chicken'.

Miscellaneous uses

17. Goldthorpe District Centre also has a range of leisure uses, occupying 3.88% of units within the centre. This figure is similar to the UK's national average of 3.97%. The units include 'Pentecostal Community Church', a Post office, Library and a police station.

Vacant Units

18. Table 1 illustrates that in July 2014, there were 33 vacant retail units (representing 32.04%) within Goldthorpe District Centre as a whole, which is significantly above the UK's national average (11.45%).



Image 2: Vacant units on Doncaster Road

19. As a result of the current economic climate, it would be fair to suggest that Goldthorpe has suffered and is in need of investment and regeneration. In July 2010, Barnsley Council conducted its own health check on Goldthorpe and found 11% vacancy rates, suggesting the centre was a fairly vibrant centre, which is a stark contrast to the current situation.
20. At the time of survey, it was noted that all of the 33 vacant units were dispersed and mainly former independent retailers and the majority of them are distributed along Doncaster Road, Barnsley Road and Market Street. Some of the vacant units are up for let by agents, including the former 'Natwest' Bank and the independent retailer Barnsley Connects both positioned along Barnsley Road.
21. Two of the vacant units on Barnsley Road, the former 'Micks News' and 'MBC Furniture' are being refurbished, and once complete will be let for retail use. The refurbishment of these units demonstrates developer interest in Goldthorpe and is in line with the Goldthorpe Masterplan.
22. From our initial health check the amount of vacant units has improved. In November 2013 there were 41 vacant units, compared to in July 33. The previously vacant units are now either comparison retailers or offer services dealing in E-cigarettes, clothes and hair and beauty.

Pedestrian Flow

23. A formal pedestrian flow count was not undertaken by Planning Potential; however, the perception of pedestrian flow in Goldthorpe District Centre was

considered moderate at the time of both surveys. The majority of pedestrian activity was focused along Barnsley Road, particularly along the Primary Shopping Frontage and on the High Street, particularly near the 'ASDA' Supermarket and the Primary School. Given the dry weather and the time of the survey, areas of public realm were been used with people using benches and congregating outside the 'Coop' on Doncaster Road.

Accessibility

24. Goldthorpe District Centre is predominately surrounded by residential developments which make it highly accessible by foot and public transport. The Goldthorpe is bypassed by the A635, however Doncaster Road/ Barnsley Road provides access directly in to the district centre from the bypass.
25. Free on street one hour parking is provided in several zones along Doncaster Road and Barnsley Road, with residential parking on Market Street, Victoria Street, Kelly Street and Whitworth Street. Parking provision improves accessibility and the chances of 'linked trips' between uses in the centre. At the time of the survey in July it was approximately 90% capacity. Parking becomes more restrictive in front of the Primary Shopping Frontage and on High Street, which serves the local Primary School.
26. There is also a car park which serves the 'ASDA' supermarket, of approximately 80 spaces. This car park is restricted to the customers to the ASDA store only. At the time of the survey in July 2014 this car park was at approximately 70% capacity.

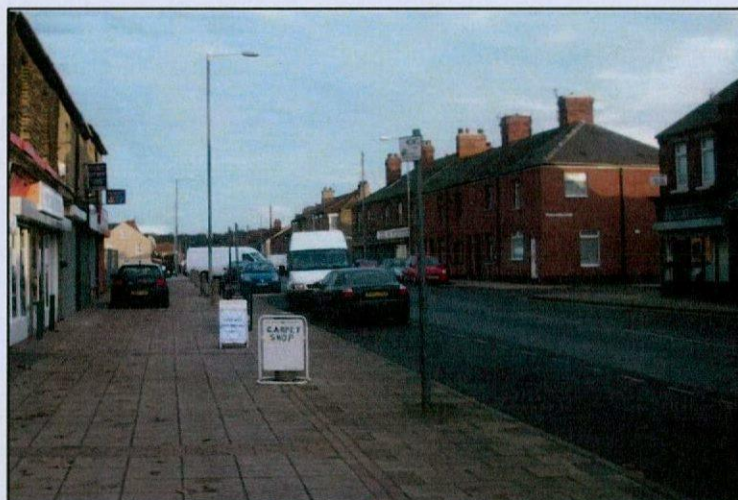


Image 3: One hour free parking on Doncaster Road

27. There are several bus stops aligned along Doncaster Road and Barnsley Road. These services provide to the wider residential area and beyond to Barnsley, Darfield and Doncaster.
28. Access into the centre is primarily from the Doncaster Road and Barnsley Road from the east and west, or up High Street from the south on to Barnsley Road. All roads within the centre are narrow and are subject to a 30mph or 20mph speed limit around the primary school. Road signs are located within the town clearly directing users into and out of the centre.
29. The centre is also accessible via train, with Goldthorpe train station located on the western side of Barnsley Road which is within walking distance of the centre.
30. Dropped kerbs are provided throughout the centre which makes the centre inclusive and accessible to disabled users. Where pavements meet busy roads, pedestrian crossings aid movement by foot and provide a safe environment for shoppers.

Physical Environment

31. Goldthorpe District Centre has a varied townscape character with numerous building styles both old and new. The buildings range in their state of repair from very poor to very good. The volume of traffic passing through the Barnsley Road/ Doncaster Road does not impact the environmental quality of the centre and the wide pavements promote the free movement of pedestrians.
32. The Primary Shopping Frontage on Doncaster and Barnsley Road benefit from new granite kerbs, well-maintained street furniture, and attractive street lights. At the time of survey streets were free of litter and graffiti. Street furniture includes benches, bike racks, attractive street light columns and waste bins. All of these features are an outcome of the Goldthorpe Masterplan, which since 2006 has funded £600,000 of public realm improvements and the refurbishment of traffic signal equipment on High Street. However, not all of the paved areas have been improved and the large number of vacant units along with the derelict sites within the centre taints the aesthetical appearance of the centre as a whole.

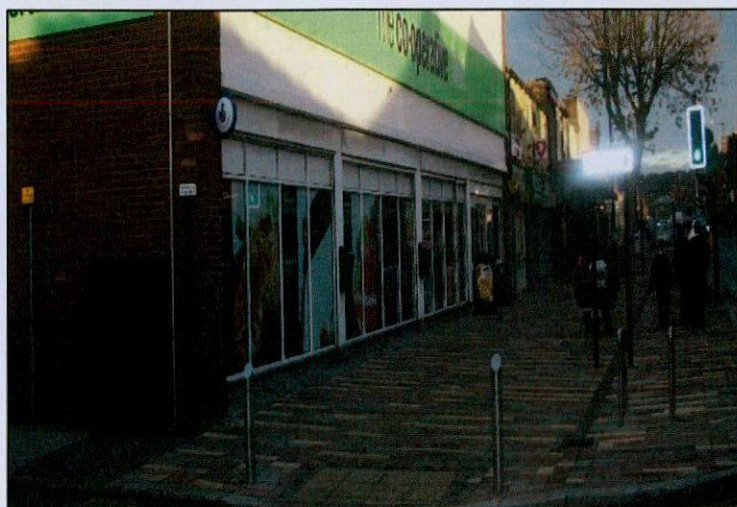


Image 4: New Granite Kerbs along Doncaster Road

Perception of Safety

33. Doncaster Road, Barnsley Road and the Primary Shopping Frontage offers good, clear, litter free routes for pedestrians. The pavements on High Street are very narrow and did become quite busy with pedestrians at school closing time, around 3:30pm. At the time of the surveys there was no signs of anti-social activity. The majority of the ancillary roads within the centre were also clear of litter and the centre is perceived to be a safe environment.

Commercial Yield and Rental Levels

34. No commercial evidence is available.

Capacity for Growth

35. The Goldthorpe Masterplan was developed in 2012, and identifies a number of objectives including improvements to the public realm (seen above), a proposed retail development and Public Square and refurbishments of shop frontages. The Masterplan allocates an existing primary school site at Doncaster Road to accommodate a new foodstore, with a net sales area of 1,858sqm. This site is discussed within the sequential assessment of the attached planning and retail statement.

Thurnscoe, Shepherd Lane Local Centre

36. Shepherd Lane is an identified local centre to the north of Goldthorpe within the village of Thurnscoe. The centre is surrounded with residential properties and serves the day to day needs of the surrounding village.
37. There are 17 retail units along Station Road and Shepherd Lane, these consist of the following uses classes:

Retail Category	Use Class	Number of Outlets	%	UK Average*
Convenience	A1	4	23.53%	8.30%
Comparison	A1	4	23.53%	32.69%
Services	A1, A2	3	17.65%	23.70%
Business Use	B1	0	0.00%	1.25%
Hotels	C1	0	0.00%	0.66%
Restaurant, Café, Public Houses, Takeaway	A3, A4, A5	4	23.53%	18.31%
Leisure	D1, D2, Sui Generis	2	11.76%	3.97%
Vacant	Vacant	0	0.00%	11.45%
Total		17	100%	100%

*Use Classes in line with Annex 2 of the NPPF Practice Guidance (2014) - Retail development (A1) (including warehouse clubs and factory outlet centres) (A1); leisure (D2), entertainment facilities the more intensive sport and recreation uses (D2) (including cinemas (D1), restaurants (A3), drive-through restaurants (A3), bars and pubs (A4), night-clubs (Sui Generis), casinos (Sui Generis), health and fitness centres (D1), indoor bowling centres (D2), and bingo halls (D2)); offices (B1); and arts, culture and tourism development (D1) (including theatres (Sui-Generis), museums (D2), galleries (D1) and concert halls (D2), hotels (C1) and conference facilities (D1)).

**Services A1 and A2 also included.

Table 2: Diversity of Uses July 2014

38. The local centre is comprised of a good range of uses including a range of independent and national convenience retailers including 'Little Deli', 'Rythmn n Booze', 'Fulton Foods' and 'One Stop' which all serve a 'top up' shopping role. Other retailers within the centre include 'Gaz Bikes' (Comparison), 'Barnie's Rubble' (Comparison), 'Weldricks Pharmacy' (Comparison), 'Thurnscoe Exotic Pets Supplies' (Comparison), 'Barnsley Goldmine Ltd.' (Service), 'Beauty Station' (Service), 'Boyz n Men'

(Service), 'Chop Suey' (Take-away), 'Rendezvous Café' (Café), 'Dragon House' (Take-away), and 'Galleon Fish Bar' (Take-away). The centre also benefits from a public library (Leisure- Use Class D1) and 'Thurnscoe Health Centre' (Leisure- Use Class D1).

39. The centre is comprised of a range of styles of units including various scales and masses, containing single detached units which have been purpose built or converted and shopping parades set below residential flats. The retail units vary in quality however most are moderate to well maintained. There is limited soft landscaping with only some areas soft grassed verges provided near to residential properties within the centre. Around the Health Centre and Library there is some maintained landscaping provided. Street furniture within the centre is limited within the centre with only one bench and some railings used along footpaths and around the library to help define boundaries. The public realm was clear and relatively tidy public at the time of survey.
40. The centre is well lit with ample street lighting provided throughout the centre and looked over from the neighbouring residential properties and flats above. This provides a level of natural surveillance and provides a sense of security in the centre.
41. Car parking within the centre is comprised of on street parking of approximately 8 spaces and a small car park in front of the Library of approximately 10 spaces. These facilities were well during the time of survey. A dedicated car park of approximately 30 spaces is also provided at the 'Thurnscoe Health Centre' which is restricted for patients use. An area of cleared land adjacent to Station Road, to the rear of the retail units along Shepherd Lane was also being utilised as a car park at the time of survey. There was evidence of pedestrians walking in to the centre from the surrounding residential areas also.

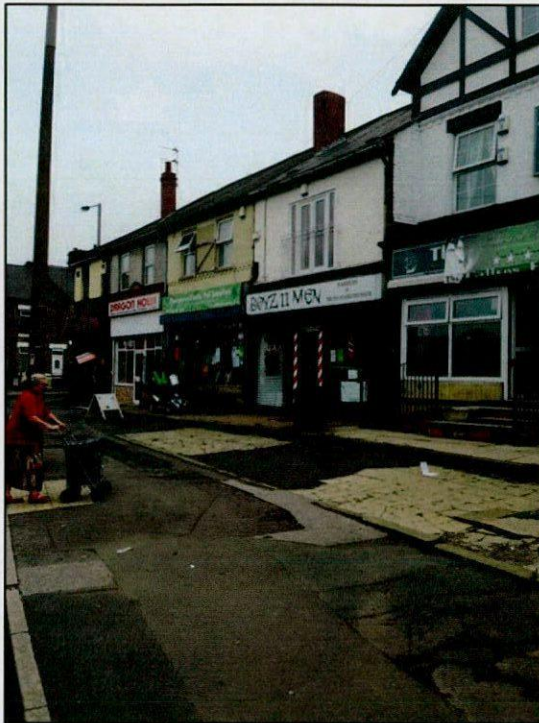


Image 5: Shepherd Lane Shopping Parade

Thurnscoe, Houghton Road Local Centre

42. Houghton Road is an identified local centre to the north of Goldthorpe within the village of Thurnscoe. This centre lies to the west of Shepherd Lane local centre and is surrounded with residential properties for which it serves a day to day shopping role.
43. There are 27 retail units along Houghton Road and Welfare Road, these consist of the following uses classes:

Retail Category	Use Class	Number of Outlets	%	UK Average*
Convenience	A1	5	18.52%	8.30%
Comparison	A1	6	22.22%	32.69%
Services	A1, A2	7	25.92%	23.70%
Business Use	B1	0	0.00%	1.25%
Hotels	C1	0	0.00%	0.66%
Restaurant, Café, Public Houses, Takeaway	A3, A4, A5	5	18.52%	18.31%
Leisure	D1, D2, Sui Generis	1	3.70%	3.97%
Vacant	Vacant	3	11.11%	11.45%
Total		27	100%	100%

*Use Classes in line with Annex 2 of the NPPF Practice Guidance (2014) - Retail development (A1) (including warehouse clubs and factory outlet centres) (A1); leisure (D2), entertainment facilities the more intensive sport and recreation uses (D2) (including cinemas (D1), restaurants (A3), drive-through restaurants (A3), bars and pubs (A4), night-clubs (Sui Generis), casinos (Sui Generis), health and fitness centres (D1), indoor bowling centres (D2), and bingo halls (D2)); offices (B1); and arts, culture and tourism development (D1) (including theatres (Sui-Generis), museums (D2), galleries (D1) and concert halls (D2), hotels (C1) and conference facilities (D1)).

**Services A1 and A2 also included.

Table 3: Diversity of Uses July 2014

44. The local centre is comprised of a range of uses including a number of independent and national convenience retailers including 'Paul Coupland Butchers', 'Food and Wine', 'DJ Foods', 'Cooplunds' and 'ASDA' which anchors the centre. The centre also benefits from a selection of independent comparison retailers and service providers including 'Signature of Thurnscoe' (Comparison), 'Lloyds DIY' (Comparison), 'Auckland Opticians' (Comparison), 'Weldrick Pharmacy' (Comparison), 'Money Maker' (Service), 'Monarch Money' (Service) and 'D.H. Maccabe Funeral Service' (Service). These uses are supported by a number of Cafés, Public Houses and Take-aways including 'Huby's Quality Fish and Chips' (Take-away), 'Thurnscoe WMC' (Public House) and 'The Corner Café' (Café). The centre also holds the Thurnscoe Dental Centre (Leisure Use Class D1). At the time of survey there were 3 vacant units dispersed within the centre none of which were being marketed.

45. The centre is primarily comprised of shopping parades set below residential flats which line the southern and northern edge of Houghton Road. The retail units vary in quality however most are moderate to well maintained. There is limited soft landscaping with only one small area of grass provided to the north of Houghton Road with benches adjacent 'D.H. Maccabe Funeral Service'. Street furniture within the centre is also limited with only some benches provides along the northern edge of Houghton Road and some railings used along footpaths to help define boundaries. The public realm was clear and relatively tidy public at the time of survey, benefiting from wider footpaths with some shops displaying a small selection of goods on the footpath, illustrated below.
46. The centre benefits from sufficient street lighting throughout the centre and is looked over from the neighbouring residential properties and flats above. This provides a level of natural surveillance and provides a sense of security in the centre, especially during hours of darkness.
47. Car parking within the centre is comprised of on street parking of approximately 25 spaces and a small car park outside 'ASDA' of approximately 40 spaces. Both of these facilities were very well used during the time of survey at approximately 90% capacity. As with Thurnscoe Shepherd Lane local centre, there was evidence of pedestrians walking in to the centre from the surrounding residential areas.



Image 6: Houghton Road Lane Shopping Parade

Bolton upon Dearne Local Centre

48. Bolton upon Dearne local centre is a purpose built local centre built around St Andrews Square and Crossways to the south of Goldthorpe in the village of Bolton upon Dearne. The centre is surrounded by dense areas of residential properties and is designed to serve the day to day needs of the surrounding population.
49. There are 16 retail units along around St Andrews Square, these consist of the following uses classes:

Retail Category	Use Class	Number of Outlets	%	UK Average*
Convenience	A1	1	6.25%	8.30%
Comparison	A1	3	18.75%	32.69%
Services	A1, A2	6	37.50%	23.70%
Business Use	B1	0	0.00%	1.25%
Hotels	C1	0	0.00%	0.66%
Restaurant, Café, Public Houses, Takeaway	A3, A4, A5	3	18.75%	18.31%
Leisure	D1, D2, Sui Generis	2	12.50%	3.97%
Vacant	Vacant	1	6.25%	11.45%
Total		16	100%	100%

*Use Classes in line with Annex 2 of the NPPF Practice Guidance (2014) - Retail development (A1) (including warehouse clubs and factory outlet centres) (A1); leisure (D2), entertainment facilities the more intensive sport and recreation uses (D2) (including cinemas (D1), restaurants (A3), drive-through restaurants (A3), bars and pubs (A4), night-clubs (Sui Generis), casinos (Sui Generis), health and fitness centres (D1), indoor bowling centres (D2), and bingo halls (D2)); offices (B1); and arts, culture and tourism development (D1) (including theatres (Sui-Generis), museums (D2), galleries (D1) and concert halls (D2), hotels (C1) and conference facilities (D1)).

**Services A1 and A2 also included.

Table 4: Diversity of Uses July 2014

50. The centre is anchored by a 'Co-op' foodstore which is supported by a range of independent and national and comparison retailers and service providers including 'Cadmans Carpets' (Comparison), 'Weldricks Pharmacy' (Comparison), 'Tan Tone' (Service), 'Ladbrookes' (service), 'Elite Hairdressing' (Service) and 'Barry's Barbers' (Service). These uses

are supported by a number of Take-aways including 'Royal Pizza', 'Superb Take-away' and 'St Andrews Fisheries'. The centre also hold the 'Bolton upon Dearne Dental Practice' (Leisure Use Class D1) and a community centre (Leisure- Use Class C1). At the time of survey there was 1 vacant unit within the centre being marketed by PPH Commercial and a further unit being markets by Crosthwaite Commercial which was still occupied by 'Royal Pizza'.

51. The centre is primarily comprised of shopping parades set below residential flats around St Andrews Square which is a one away road system working in a clock wise direction. The retail units vary in quality however most are moderate to well maintained. A good level of soft landscaping is provided within the centre and includes grassed areas, raised flowerbeds and trees. Street furniture is also provided around the centre including benches, bins, railings to define public footpaths and car parking areas and covered bus shelters. The public realm was clear and tidy public at the time of survey, benefiting from wider footpaths. The public realm is however dominated by the road network and the quantity of cars using the car parks provided outside Co-op (10 spaces) and outside the Post Office and Weldricks Pharmacy (10 spaces) as well as on street parking. This restricts vehicle movements within the centre.
52. Given the centres location within a densely populated residential area, the centre benefits from sufficient street lighting throughout is looked over from the neighbouring residential properties and flats above. This provides a level of natural surveillance and provides a sense of security in the centre.



Image 6: St Andrews Square Shopping Parade

Summary

53. Overall the health checks conducted undertaken demonstrates that Goldthorpe district centre is in need of investment and regeneration in order to fulfil its role as a district centre, despite the centre benefiting from some national convenience retailers there are very few national retailers in the comparison and service sector. The surrounding local centres are also performing well in their role as a top-up shopping for surrounding residents. In respect of Goldthorpe district centre, the increase of vacant units since 2010, is a concern that the centre is failing to attract and hold on to investors. Although as the number of vacant units has reduced since the first health check conducted by Planning Potential in November 2013 which indicates signs of improvements. Nevertheless the number of vacant units in July 2014 is still considerably higher than the UK national average with additional investment needed.
54. The centre has seen recent public realm improvements and there are signs that the Goldthorpe Masterplan is beginning to take place, especially with the demolition of buildings. In addition, local business owners positioned along Barnsley Road are undergoing shop refurbishments. The Council is proposing to buy a number of premises in order to deliver the Masterplan so one could argue that this is a reason behind some of the vacant units, particularly along Doncaster Road and Market Street. The Masterplan also outlines a number of residential developments that could increase the demand on convenience and comparison goods within the centre.

Foodstore Assessment- Goldthorpe

Planning
Potential



Planning Regeneration and Development



Date/ Time:	Wednesday 9 th July 2014 1:30pm
Foodstore:	ASDA, High Street, Goldthorpe
Size:	The site area is approximately 0.3ha and includes an ASDA store with a net retail floorspace of 766 sqm with associated car parking facilities.
NPPF Location:	In centre.
Number of Checkouts:	4 self service checkouts, 3 checkouts with a conveyer belt and 1 kiosk checkout.
Number of Aisles/ Congestion:	6 aisles, moderate to busy trade.
Comparison Sales:	George essentials which is comprised of school clothing, flowers, seasoning goods such as picnic items (e.g. plates) and BBQ's and BBQ accessories, gardening items. Comparison goods occupied 1 aisle with an area of external sales floorspace for plants and compost.
Other Services:	Pay point, lottery tickets, Click and Collect, ATM and a small in store bakery.
Stock Levels/Re-Stocking:	The levels of stock were good and there was good utilisation of available space. At the



Foodstore Assessment- Goldthorpe

time of survey two members of re-stocking shelves (6 members of staff all together).

Accessibility:

The store is accessed from High Street. There is a pedestrian crossing close by to aid pedestrian movement in to the wider centre. Footpaths to the store are generally wide. There is a dedicated car park outside the store, however it was evident some shoppers had visited the store on foot.

Car Park:

There are approximately 40 parking spaces, 2 parent and child spaces and 6 disabled. At the time of the survey it was operating at about 70% capacity.

Customer Levels:

Customers were primarily conducting basket based shopping, suggesting the store serves a top-up shopping function.

Environmental Quality:

The environmental quality of the store was relatively good with landscaping surrounding the site and the grounds free of litter and graffiti.

Appendix 4: Sequential Pro-Formas

Sequential Analysis – Goldthorpe



Site 1: Dearne Goldthorpe Primary School, Barnsley Road, Goldthorpe

Size: 0.9 ha

Location: The site of the Dearne Goldthorpe Primary School is located centrally within the district centre of Goldthorpe. The site is bound by Barnsley Road to the north and High Street to the west. To the north of the site is the wider Goldthorpe district centre which is comprised of a range of retail, service and community facilities which take a linear form along both Barnsley Road/Doncaster Road and High Street. To the south of the site is the ASDA foodstore with its associated car park.

The site is in-centre and therefore needs to be considered in terms of the sequential approach.

The site is currently occupied by Dearne Goldthorpe Primary School. Outline planning permission for a relocated Primary School was approved on 19 February 2014, under application reference 2013/1214. No Reserved Matters applications have been submitted to date, however we have been informed these applications should be submitted shortly. Given that the principal of a new primary school has been established on the new site to the north of Doncaster Road, this will enable the redevelopment of the existing Primary School site, in due course.

Sequential Analysis – Goldthorpe

Planning
Potential



Planning Regeneration and Development

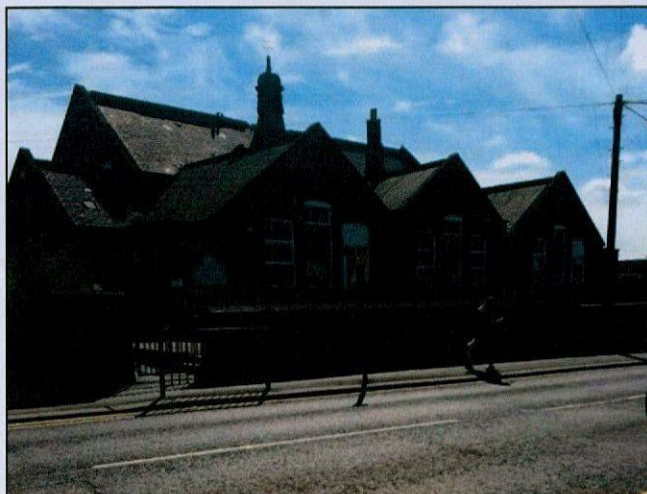


Image 1: Dearne Goldthorpe Primary School viewed from High Street

Availability:

In terms of availability for redevelopment, whilst we acknowledge that the site is identified for the deliver of a new foodstore (1,858 sqm) to meet an identified need within Goldthorpe and anchor the retail offer of the centre, the timescales of delivering this site are long term and not in line with the aspirations of Aldi who seek to deliver a foodstore by summer 2015.

As previously discussed, outline planning application for the relocated school, on land north of Doncaster Road to the north east of the current site was secured on the 19th February 2014. Aldi have fully investigated this site and held discussions with Barnsley MBC to discuss the prospects and timeframes of the site coming forward. The Council have indicated that the tender process for the site is now well underway, with the contract expected to be publicly awarded in the second half of 2014.

Reserved Matters applications for the relocated school site have not been submitted to date, however we are led to believe these are expected to be submitted in September/October 2014. Given that no Reserved Matters applications have been submitted on the site to date, this would suggest that works on the site of the new school will not start until May 2015 at the earliest, with the new

Sequential Analysis – Goldthorpe



school being occupied mid 2016. This would then enable the existing school site to be acquired for redevelopment mid/late 2016, with demolition commencing in Spring 2017. This timeframe would suggest a future foodstore on the site would not be achievable until the end of 2017, as it would take 6-8 months to build an Aldi store. In any event, the timescales assume that there is no delay to the stages involved in bringing the site forward for development.

Finally, Ward Councillors at a recent meeting mentioned that the new school site would not be fully constructed by the end of 2016; and expressed concerns on the feasibility of the site coming forward by 2018.

These timescales do not address the immediate need for increased convenience choice and competition to reduce the high levels of leakage out of the catchment area as discussed in the Planning Statement. Current shopping patterns are unsustainable and this pattern will continue if not addressed by a site that is deliverable. In addition to this, Aldi have a strong desire to provide a store to augment the Distribution centre that opens in 2015. The desire for Aldi is to identify a site that can also be delivered in 2015.

Suitability/ Viability: Within the adopted UDP Proposal Map (2000) this site is identified as an 'Existing Community Facility'. However the adopted Goldthorpe Masterplan identifies the site for redevelopment for a foodstore of 1,858 sqm net. This is significantly larger than the proposed Aldi foodstore of 1,108 sqm net.

Sequential Analysis – Goldthorpe

Planning
Potential



Planning Regeneration and Development

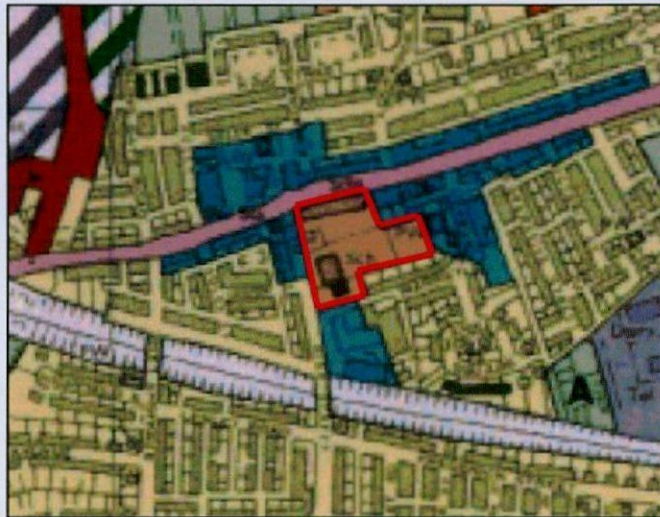


Figure 1: Barnsley Unitary Development Plan Proposal Map Extract (2000)

There is an immediate need for a foodstore to serve the Goldthorpe Catchment which has been identified in the Council's Retail Studies, the Masterplan and our own Retail Assessment. These assessments have identified that trade retention within the Goldthorpe catchment was only at 15% in 2011 and has increased to 31% following the occupation of ASDA in the former Netto Store. These shopping patterns are unsustainable and cannot be allowed to continue for a further 4-5 years.

For robustness, the submitted retail assessment has allowed for the development of the planned foodstore and even when allowing for the planned investment and the Aldi store, trade retention is still only 63%, therefore allowing capacity for future investment.

Aldi can deliver a foodstore by the end of 2015 shortly after the opening of their new Regional Distribution Centre which is due to open in January 2015 and lies to the south of the application site. This proposal is immediate, realistic and deliverable.

Conclusions:

Given the timeframes for redeveloping this site, this location is not suitable or viable for developing the proposed foodstore. Therefore this site can be discounted

Sequential Analysis – Goldthorpe

Planning
Potential



Planning Regeneration and Development



Site 2: Cleared Development Site, Land north of Doncaster Road, Goldthorpe

Size: 1.6 ha

Location: The site is located to the north east of Goldthorpe district centre, directly fronting the A635 Doncaster Road. The site is bounded to the east by East Street and to the west by West Street. The site was historically divided in to quadrants by Central Street running north to south and Maine Street running east to west. To the north of the site lies an area of undeveloped land and allotments. The site is bounded by existing residential development of a terraced nature to the east and west. The allotments to the north of the site are identified in the Goldthorpe Masterplan for future housing. Goldthorpe district centre lies to the south of the site lining Doncaster Road/ Barnsley Road.

The site was formerly occupied by terraced residential dwellings and commercial properties fronting Doncaster Road. The site has now been demolished in preparation for future development.

The site is partially in centre/ partially edge-of-centre and is therefore sequential preferable to the application site.

Sequential Analysis – Goldthorpe

Planning
Potential



Planning Regeneration and Development



Image 2: Development Site viewed from Doncaster Road

Availability:

In terms of availability, outline planning permission for 'Erection of a Primary School and Nursery and associated parking, landscaping and play areas' was approved on 19 February 2014, under application reference 2013/1214. No Reserved Matters applications have been submitted to date, however the outline permission suggests these applications should be submitted shortly.

Given that the principal of a new primary school has been established on the site, which will enable the redevelopment of the existing Primary School site, we do not consider this site available for the application proposals. The redevelopment of this site for alternative uses i.e. retail and residential, will have knock on effects for other redevelopment proposals within the centre.

Suitability:

The site is allocated as partially within the Principal Shopping/ Commercial Centre of Goldthorpe, with the remainder of the site within the housing policy area, as allocated within the adopted UPD Proposals Map (2000), extract below. The Goldthorpe Masterplan (2012) identifies the site as the location for the new village school. Therefore the development of a foodstore on this site would be in conflict with the aspirations of the Goldthorpe Masterplan and would not enable the relocation of the Goldthorpe Primary School which is

Sequential Analysis – Goldthorpe

required to deliver the identified retail development to the west of the centre.



Figure 2: Barnsley Unitary Development Plan Proposal Map Extract (2000)

The site of the new Primary School amounts to 1.6 ha. When considering the application proposals in their entirety, the combined retail and residential application site is 1.95 ha, greater than the development site identified. Therefore the redevelopment of the site for the Aldi foodstore alone or the entire application scheme would be an underutilisation of a site ear-marked for a key community facility which will enable wider redevelopment in the centre, thus having knock-on effects for wider planned investment within the centre.

Conclusions:

For the reasons discussed, this site can be discounted on the grounds of NPPF being 'unsuitable' and 'unavailable' for the proposed foodstore and residential development.

Sequential Analysis – Goldthorpe

Planning
Potential



Planning Regeneration and Development



Site 3: **Station Road, Thurnscoe**

Size: **1.08 acres/ 0.44 ha**

Location: The site is located centrally within the Shepherd Lane, Thurnscoe local centre. Station Road forms the northern boundary of the site with Shepherd Lane to the west and the Sheffield to Leeds railway line to the east which restricts the developable area of the site. Beyond this the site is surrounded by residential development to the south and the wider local centre lining Station Road. Thurnscoe Railway Station lies to the north of the site.

The site is comprised of largely vacant land. The western portion of the site was previously utilised as an open-air market place; this function has now ceased and the land is vacant. The middle portion of the site was previously occupied by a Bingo and Snooker Hall, however was demolished for redevelopment prior to the previous planning application on the site. As a result this parcel of land is now also vacant and derelict, and largely consists of overgrown vegetation and shrubbery at opens onto the frontage of Station Road. The eastern portion of the site is formed of the Church of the Holy Family which is now occupied by Barnie's Rubble, a DIY Shop. This is the only active use of the site.

The site is in-centre and is therefore a site that should be considered as part of the sequential approach.

Sequential Analysis – Goldthorpe

Planning
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Planning Regeneration and Development

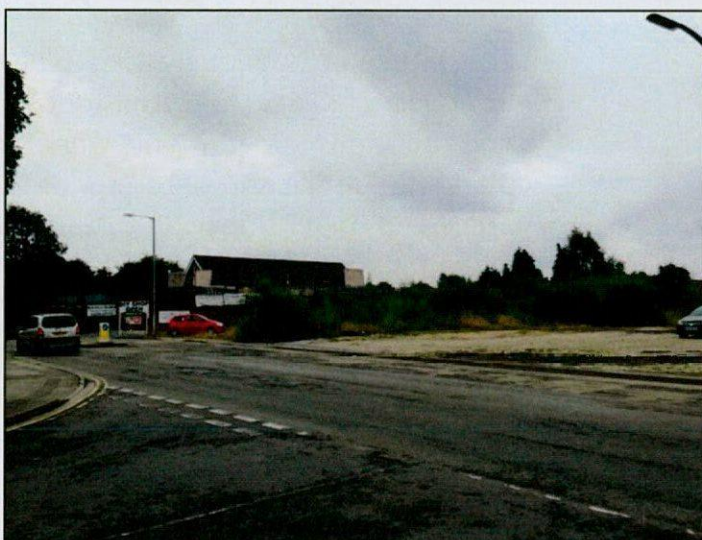


Image 3: Site viewed from Station Road.

Availability:

In terms of availability, Aldi have previously investigated the site for delivering a foodstore considering it unsuitable for its business format. We are not aware of this site currently being actively marketed for redevelopment proposals.

Suitability/Viability: The site is allocated within the Principal Shopping/Commercial Centre of the Shepherd Lane, Thurnscoe local centre based on the adopted UDP Proposal Map (2000) and is identified as a Development opportunity within the Small Centres Report (2010).



Figure 3: Barnsley Unitary Development Plan Proposal Map Extract (2000)

Sequential Analysis – Goldthorpe

Planning
Potential



Planning Regeneration and Development

The site has previously had planning permission for the 'Erection of Class A1 retail foodstore, access, car parking and boundary treatment works' in outline form under planning application reference 2007/2130 which was approved on 17 June 2008, thus establishing the principal of a foodstore on the site. This permission was for a store of 1,254 sqm gross, however this consent expired on 17 June 2011. Barnsley MBC have confirmed no subsequent planning applications have been submitted on the site. The lack of interest from a foodstore occupier supports the position that a foodstore on the site would be difficult to deliver.

In respect of accommodating the application proposals on the site, at 0.44 ha, this site is physically too small to accommodate the proposals.

Conclusions:

For the reasons discussed, this site can be discounted on the grounds of being 'unsuitable', 'unavailable' and 'unviable' for the proposed retail development.

Appendix 5: Catchment Plan



Author: CB

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

Title: Catchment Plan

Job Number: 13/1900

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Appendix 6: Case Studies



BARUGH GREEN

Store Location: Claycliffe Lane, Barugh Green

Progress: Store approved in December 2010. Store opened Spring 2012.

The Proposals: Aldi 1,390qm gross and 990sqm of net sales floorspace

The scheme

The site is located in the settlement of Barugh Green. The area is mixed use in nature; the site itself was previously used for commercial purposes and is adjacent to a public house. The site had been vacant for a number of years and had become overgrown and untidy in appearance. Barugh Green did not benefit from any centre as such; therefore residents were traveling out of the settlement to undertake a main food shopping trip. The proposals presented an opportunity to provide a localised shopping facility for the community. 94% of respondents to Aldi's community consultation were in support of the planning application.



**Committee report**

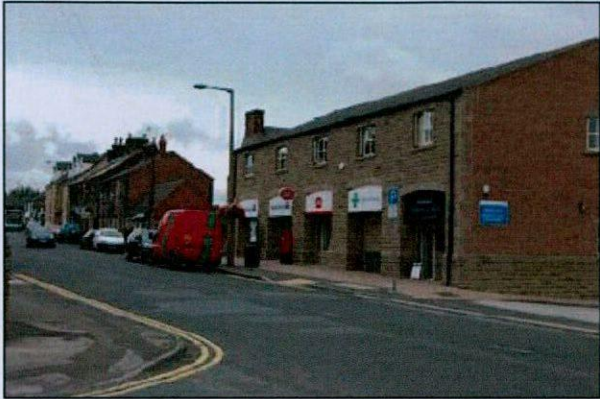
Weight was given to the employment opportunities that would be generated on the site through retail development. The proposals were seen as having the ability to address an identified deficiency in the area, and existing shopping patterns were acknowledged to be unsustainable. In design terms, the proposal was considered to be able to uplift the area and aid regeneration. Although a departure from policy, material considerations were considered sufficient to justify the departure.

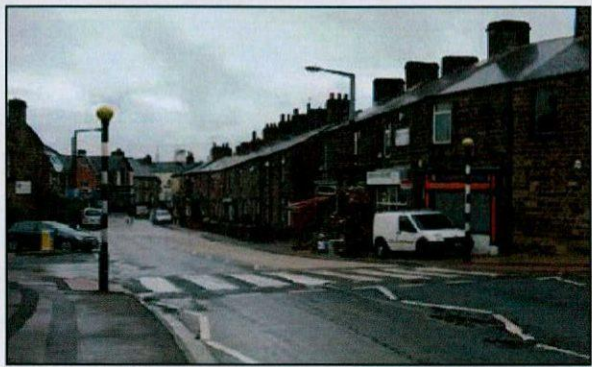
The committee report concluded that the proposals would deliver a high quality development which would respond positively to the regeneration of a longstanding vacant site bringing both economic and environmental benefits. The report also concludes that the site is in a highly sustainable location which is accessible to a range of users. The application was recommended for approval which was carried by Members.

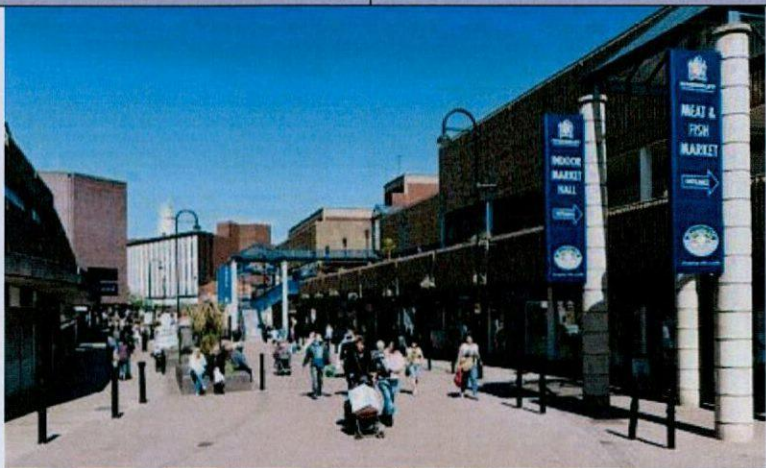
2013 Update

The store is open and trading well. 25 people are employed at the store; the majority of which live in the local area. The store provides a walk-in facility for members of the local community. The appearance of the site has improved for the benefit of the surrounding area. The store provides an important choice, particularly in recent economic times. Local shops and services in nearby centres as identified in Appendix one which includes the town centres of Darton, Dodworth and Mapplewell have continued to trade. This is demonstrated by each centres low vacancy rate and diversity of provision, served by its own food store.

Aldi Case Study:	Darton Local Centre
	
Travel Distance From Aldi Store to Darton Local Centre:	The store is located 2.4km from Darton Local Centre, as defined in Barnsley MBC's UDP (2000).
Characteristics of Darton Local Centre:	Darton is a village to the north of Barnsley and comprises a local centre which seeks to meet the day-to-day needs of local residents. The centre is linear in form, with its retail offer dispersed amongst residential properties along Church Street. The main anchor store in Darton is a 'Co-op' supermarket located at the northern end of Church Street.
Number of Units:	The centre comprises 21 units, including 2 convenience units; 6 comparison; 6 services; 4 restaurants/ cafes/ takeaways/ public houses; and 3 miscellaneous. Finally it is important to note that the centre has 0 vacant units.
Status in Development Plan:	Darton centre is identified as a Local Centre within the Barnsley UDP (2000).
Convenience/ Comparison Ratio:	2 convenience units, representing 9.5% of all units. 6 comparison units, representing 28.6% of all units.
Presence of Convenience Retailers:	The convenience offer in the centre is provided by a Co-op foodstore (132sqm net) and an independent sandwich shop on Church Street.

Aldi Case Study:	Dodworth Local Centre
	
Travel Distance From Aldi Store to Dodworth Local Centre:	The store is located 5.27km from Dodworth Local Centre, as defined in Barnsley MBC's UDP (2000).
Characteristics of Dodworth Local Centre:	Dodworth is a former coal mining village to the west of Barnsley; located in close proximity to Junction 37 of the M1 Motorway. The village comprises a local centre which is traditional and linear in form, with its retail offer dispersed in close proximity to the central road junction in the settlement.
Number of Units:	The centre comprises 28 units, including 3 convenience units; 7 comparison; 6 services; 7 restaurants/ cafes/ takeaways/ public houses; and 4 miscellaneous. Finally it is important to note that the centre has only 1 vacant unit.
Status in Development Plan:	Dodworth centre is identified as a Local Centre within the Barnsley UDP (2000).
Convenience/ Comparison Ratio:	3 convenience units, representing 10.7% of all units. 7 comparison units, representing 25% of all units.
Presence of Convenience Retailers:	The convenience offer in the centre is provided by a 'Budgens' supermarket (500sqm net), alongside a discount alcohol shop and sandwich shop.

Aldi Case Study:	Mapplewell Local Centre
	
Travel Distance From Aldi Store to Mapplewell Local Centre:	The store is located 3km from Mapplewell Local Centre, as defined in Barnsley MBC's UDP (2000).
Characteristics of Mapplewell Local Centre:	Mapplewell is a village located towards the northern edge of Barnsley, in a fairly low density area. The village comprises a local centre which is dispersed over a wide area. with a linear/corner junction style layout.
Number of Units:	The centre comprises 73 units, including 9 convenience; 14 comparison; 22 services; 12 restaurants/ cafes/ takeaways/ public houses; and 8 miscellaneous. The centre also comprises 8 vacant units respecting 10.9% of units. This figure is still below the national average of approximately 13%.
Status in Development Plan:	Mapplewell centre is identified as a Local Centre within the Barnsley UDP (2000).
Convenience/ Comparison Ratio:	9 convenience units, representing 12.3% of all units. 14 comparison units, representing 19.18% of all units.
Presence of Convenience Retailers:	The centre is anchored by a Co-op (850sqm net) and is supported by a Costcutter (300sqm net); Premier (56sqm net); Farm Shop and a number of butchers and bakers.

Aldi Case Study:	Barnsley Town Centre
 <i>Source: Barnsley Town Talk (2013)</i>	
Travel Distance From Aldi Store to Barnsley Town Centre:	The store is located 2.53km from Barnsley Town Centre, as defined in Barnsley MBC's UDP (2000).
Characteristics of Barnsley Town Centre:	Barnsley Town Centre is the main retail destination for the Barnsley Metropolitan area and the focus for retail and service provision in this area.
Number of Units:	There are 448 units in total in Barnsley Town Centre. Of the total number of units 38.2% are in retail use. 45.3% of units are occupied by 'service' uses. There are 73 vacant units in the centre, representing 16.3% of total number of units (information taken from 2012 Health Check produced as part of a planning application for a new foodstore at New Street, Barnsley).
Status in Development Plan:	Barnsley centre is identified as a Town Centre within the Barnsley UDP (2000).
Convenience/ Comparison Ratio:	31.7% of retail and commercial units sell comparison goods. 6.5% of units sell convenience goods.
Presence of Convenience Retailers:	The centre is anchored by a Morrison (3,380sqm: net) foodstore and a new Lidl store at Peel Street (1,286sqm).



SWINEMOOR LANE, BEVERLEY

Site Location: Out of Centre

Progress: Planning permission was granted in August 2012, store opened 26th September 2013.

The Proposals: A standalone store on the outskirts of Beverley, designed to serve a localised catchment area.

The scheme

The application sought planning permission for a standalone Aldi store on the outskirts of Beverley. The site is located on main road, 1.5km from the nearest centre. It was identified that the majority of food shopping trips that were currently being made were to out of centre locations. In addition to this, in centre stores were trading at a level that any impact would not be cause for concern.

Community Consultation

A newsletter was circulated to 800 homes and local businesses. A community consultation event was held, the results of the consultation were positive; 98% of respondents supported the proposals.

Planning Application

The proposals were viewed by the planning authority as sustainable development in an accessible location. A new Aldi store represented the opportunity to regenerate a vacant untidy site whilst providing a local discount foodstore for residents in the north/ east of the town.

The Council employed an independent retail planning consultant to assess the proposals who concluded that the proposals would improve choice and competition and would represent new investment and sustainable economic growth. The consultants considered the levels of potential impact alongside proposals for a new edge of centre store on the Flemingate site and concluded that there would be significant impact on the town centre. Sequential options were thoroughly assessed, including the town centre and the Flemingate site. It was concluded that there were no suitable, viable sustainable options and that a store in this location would not cause harm to either the town centre or the deliverability of the Flemingate proposals.

The Ward Councillors supported the proposals and the application was **approved** under **delegated** powers.

Sept 13

Planning
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Planning Regeneration and Development



Visual of the proposed store.

case studies



ALDI, DINNINGTON

Store Location: Dinnington Town Centre

Progress: Store opened March 2012

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

The scheme

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

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

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

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

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

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

Update August 12

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

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



Aldi, Dinnington

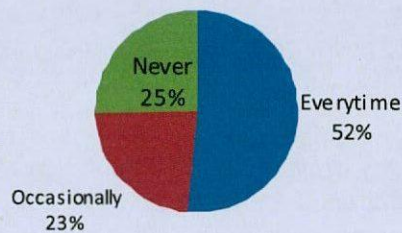
Store Location: Dinnington, Rotherham

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

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

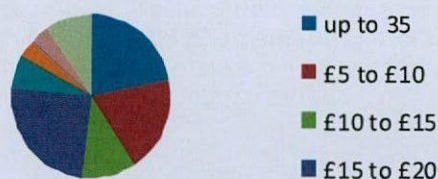
The majority of shoppers visited the town centre whilst shopping at the Aldi store. **52%** of customers visited the centre **every time** they visited the Aldi store. A further **23%** visited the town centre occasionally. Out of all the people who visited the town centre, **71%** purchased additional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

When visiting Aldi Dinnington do you visit the town centre?



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

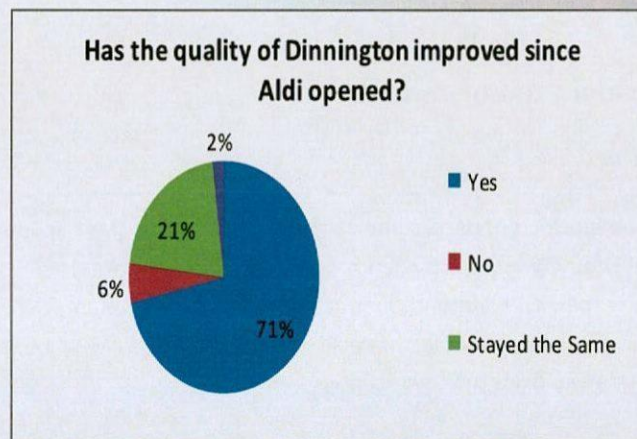
How much on average would you spend in the town centre?





Aldi, Dinnington

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



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

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

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



FORMER LUCAS WORKS, DRONFIELD

Store Location: Former Lucas Works, Sheffield Road, Dronfield

Progress: Permission granted at committee in November 2010. Store opened March 2013

Retail location: Out of Centre

The scheme

The new food store comprises some 1,457m² gross retail floor space containing some 990² of net sales floor space. The new store provided regeneration and enhancement of a vacant site that was previously occupied by a mill. The site had been cleared for several years prior to the application. Surrounding the site is a railway line, a number of residential properties and some industrial uses. The site is approximately 300m away from the town centre.

The Aldi food store, given its unique trading format complements the existing retailers in the town centre. Additionally, the provision of a discount food store forms an extension to the existing range and choice of shopping facilities within the town centre and strengthens the centre's overall function within its wider catchment, improving choice and contributing to environmental improvements. The aim of the store is to also directly address the key government objective of minimising social exclusion.

The new car park associated with the store provides 80 new parking spaces along with cycle bays. This will provide a new car park, which can also be used by people visiting the town centre.

Aldi undertook a local recruitment campaign which was very popular with local residents.

Community Consultation

The scheme received a huge level of support from local residents, with 119 letters of support received, including one from Dronfield Civic Society. Residents particularly welcomed the introduction of Aldi due to the lack of discounter in the town, the job creation, and how the proposals would improve the appearance of the site, which had lain vacant for several years.

Granted at Committee

The committee report concluded that although the proposal would result in loss of employment land, there is potential for these to be outweighed by other material considerations. Officers particularly welcomed the creation of local job opportunities, and the provision of around 200 construction jobs, and thus considered the scheme is acceptable in terms of retail and employment policies.



The officer report also considered that due to the limited range of goods, customers would continue to use shops and services in the town centre.

2013 Update

The store is trading well, with 35 jobs secured at the store upon opening.

Health checks were undertaken prior to submission of the planning application and six months following the store opening. There have been no changes to the centre—it continues to trade well with a variety of independent and high street retailers.

Customer surveys have been carried out to establish trading patterns and linked trips, these found that;

- 11% of shoppers were already Aldi shoppers undertaking their shopping at other Aldi stores,
- 62% of shoppers previously carried out main food shopping trips outside Dronfeld,
- 32% of shoppers were undertaking linked trips with the centre when undertaking a visit to Aldi.

Conclusion

The store is trading well and is providing a valuable asset to the local community. The store has clawed back trade that was currently being spent at stores outside of the centre and has improved choice and competition within the town.



HEALTH CHECK- DRONFIELD TOWN CENTRE

Introduction

1. The following assessment of vitality and viability is based upon the advice contained in the National Planning Policy Framework (NPPF) (2012) and PPS4 Practice Guidance (2009).
2. One of the key objectives of performing health checks is to consider a centre's performance over time. This will have a bearing when considering the likely impact of a new development on a centre. An initial Health Check was conducted by Planning Potential in August 2009 prior to the submission of the planning application for Aldi, Sheffield Road, Dronfield. A follow up health check was conducted 6 months after the store opening in August 2013 to assess the health and viability of the centre following the opening of the Aldi store.
3. The performance indicators used within this study include the measurement and analysis of the diversity of uses; amount of retail floorspace; capacity for growth; retailer representation; vacancy rates; commercial yield; rental levels; pedestrian flows; accessibility; the monitoring of town centre improvements; perception of safety and the environmental quality of the centre.
4. For the purposes of this assessment, the boundaries of Dronfield Town Centre are based on the North East Derbyshire Local Plan Proposals Map (2005).

Dronfield Town Centre

5. Dronfield Town Centre contains the Civic Centre and a number of retail units along the southern section of High Street, and onto Church Street and Lea Road. North-west from Lea Road junction, the town centre also includes the frontage of Sheffield Road as far as the commercial units immediately to the west of Snape Hill Lane. To the south-east, the Town Centre extends along Chesterfield Road to the junction of Hallows Lane. The new Aldi foodstore is located 300m to the north of the Town Centre boundary along Sheffield Road, therefore occupies an 'out of centre' location.

Background

6. Planning Potential undertook a follow up health check survey of Dronfield Town Centre on 13th August 2013. A comparison to assess the impact the store has had upon the vitality and viability of Dronfield Town Centre is provided below.

7. Diversity of Uses

8. Table 1 below shows the composition of retail units within Dronfield Town Centre in August 2009 and August 2013.

Table 1: Composition of Units

Retail Category	Use Class	Number of Outlets (August 2009)	August 2009 %	Number of Outlets (August 2013)	August 2013 %	UK Average
Convenience	A1	8	9.5%	9	9.4%	8.72%
Comparison	A1	19	22.6	20	20.8%	41.29%
Services	Mixed	53	63.1%	63	65.6%	19.98%
Vacant	Vacant	4	4.8%	4	4.2%	12.53%
Total		84	100%	96	100%	100%

9. Firstly it is useful to note that since 2009 there has been a net increase of 12 retail units; this demonstrates retail confidence and a desire to locate within the centre.

Convenience

10. A 'Co-Op' foodstore (1,269 sqm net) with a car park of approximately 80 spaces, anchors the civic centre which at the time of the survey in 2013 was 80% occupied.
11. In addition, a 'Sainsburys' superstore (2,116 sqm net) is located at the edge of the centre and has a dedicated car park which holds approximately 350 spaces. It was noted at the time of the 2013 survey that the car park was 40% capacity.
12. The 'Co-Op' foodstore is small in size, and aims to meet the top-up shopping demands of Dronfield's local residents. The 'Sainsburys' superstore is the anchor foodstore of Dronfield and caters for main food shop needs.
13. Between 2009 and 2013 there has been an increase of 1 convenience retailer in Dronfield, therefore the proportion of units in convenience use remains above the national average of 8.72% at 9.4%.

Comparison

14. The 2013 survey revealed comparison traders in the Town Centre occupied 22.3% of the total number of outlets in the centre, much lower than the 2013 national average of 41.29%. Since 2009 there has been an increase of one comparison unit within the centre. Many of these comparison traders are independent retailers dealing in homewear, jewellery, clothing, and D.I.Y materials. Within the Civic Centre lie

Dronfield's only national comparison retailers which include the 'Co-Op Travel', 'Bernardos', 'Clinton Cards', and a 'Lloyds Pharmacy'.

Services

15. 'Service' uses currently occupy 65.6% of units in Dronfield Town Centre. This figure is above the national average of 37.47% in 2013. The number of units in 'service' uses has increased by 10 units between 2009 and 2013. The majority of these outlets offer hairdressing and beauty service (12 units). Other services lie within Estate Agency, Banking, Solicitors and a Betting Office.
16. In addition the Town Centre has 4 public houses which are evenly distributed throughout the centre- 'The Blue Stoop', 'The Bridge Inn', 'The Dronfield Arms' and 'The White Swan'.

Vacant Units

17. Between 2009 and 2013, the number of vacant units within the centre has stayed at 4. It was noted in the August 2013 health check that these vacancies were small in size and distributed around the centre. We note that the level of vacancies within 2009 and 2013 are significantly below the national average of 12.53%. This demonstrates the overall vitality of Dronfield Town Centre despite recent economic trends and the opening of the out of centre Aldi foodstore.

Retailer Representation

Convenience

18. The two main food outlets in Dronfield Town Centre are a 'Co-Op' food store (1,269 sqm net) with an associated car park of 60 spaces (shared with the wider Civic Centre) and a 'Sainsburys' superstore (2,116 sqm net) with associated car parking of 350 spaces.
19. The remaining convenience provision is comprised of independent specialised convenience goods. The traders include 'Cooplands' (Bakery), Fisher and Son Family Butcher (Butcher), Kuchene (Bakery) and 'Newbury' (Newsagents).

Comparison

20. Within the comparison sector there are several national retailers trading from the Civic Centre- 'Lloyds Pharmacy', 'Clinton Cards', 'Bernardo's' and 'Co-Op Travel'. With regards to independent retailers there is 'Geoffs D.I.Y', 'Colante Jewellery', 'Framework ID' (Picture Frames), 'Eligante' (Shoes), and 'Gregorys Menswear'.

Other Services

21. The centre is dominated by independent service providers. Within the health and beauty sector retailers include 'Passion', 'Taylor Taylor', 'Scissor Sisters' and 'Halo Hair'. Other uses in this sector include a national betting office 'Betfred', high street banks 'HSBC and 'Natwest', a Dentists 'Stephen Godfrey', an Opticians 'Thomas and Holloway LTD', local

Estate Agents 'Saxton Mee', 'Castle' and 'Staves', solicitors 'Athi Law', 'Banner James', and building society 'Yorkshire Building Society'.

Restaurants, Café, Takeaway and Public Houses

22. Dronfield Town Centre contains a number of public houses, cafes and takeaways located throughout the town. These include 'The Dronfield Arms' (Public House), 'The Blue Stoops' (Public House), 'Bridge Inn' (Public House), 'Coffee Centre' (Café), 'Ferndale' (Café), 'Jamad Cottage' (Restaurant), 'Dominoes' (Takeaway), 'Green Dragon' (Takeaway), 'Village Fisheries Fish and Chips' (Takeaway) and 'Yit Hing' (Takeaway).

Other Uses

23. There are also several other uses operating within Dronfield to cater for the day to day needs of the local population. The facilities include 'Dronfield Post Office', 'Manor House Hotel' 'The Civic Hall' and 'Dronfield Sports Centre'. The recently developed Dronfield Sports Centre demonstrates a significant level of investment in Dronfields facilities in recent years.

Pedestrian Flow

24. Planning Potential have not undertaken a flow count, however, the perception of pedestrian flow in 2013 was low at the time of the survey (Tuesday Early-Afternoon).

Accessibility

25. Dronfield Town Centre is located along Chesterfield Road with access to the Civic Centre found along High Street. Off street free car parking is distributed throughout the centres within the Civic Centre (approximately 80 spaces); the 'Sainsburys' superstore on Wreakes Lane (approximately 350 spaces); Church Street (approximately 20 spaces); and within the Forge shopping centre (approximately 30 spaces). At the time of the survey these facilities were in moderate use at around 60% capacity.
26. A number of bus routes pass through the centre (routes 43,44,89,253/254, 294)- these services connect Dronfield to Sheffield City Centre and the surrounding residential population. The Town Centre is accessible by bus from surrounding settlements such as Chesterfield, Gosforth, and Holmesfield. Dronfield's bus stops are located throughout the centre, with shelters and seating provided at some stops.
27. Movement of pedestrians, cyclists and the disabled is allowed by accessible footpaths and low levels of traffic passing through the centre. There is a lack of pelican and zebra crossings although these are used at the perceived busiest crossings such as at the 'Sainsburys' superstore, along Chesterfield Road at the station entrance and towards the edge of the Town Centre along Chesterfield Road.

Physical Environment

28. The environmental quality of the Town Centre is generally very high, with most units well presented and in keeping with the areas heritage. The largest retail units are found within the purpose built retail precinct referred to as the 'Civic Centre'.
29. Throughout Dronfield the retail units are set within two and three-storey terraced properties. Above retail units along High Street, Church Street and Chesterfield Road the use is a mix of residential flats and storage. Within the Civic Centre the building style is of a modern two-storey terrace with the retail unit on the ground floor and storage space on the first floor. Several detached buildings found around the Civic Centre's periphery such as Dronfield Sports Centre, the Civic Hall and the Yorkshire Building Society.
30. Due to the existing road network that intersects the Town Centre, Dronfield has a strong built form with a very strong identity with almost all of the buildings (excluding the Civic Centre) built in stone.
31. There is a moderate amount soft landscaping within the centre- given its location along a key transport route. Landscaping is found along verges, with hanging baskets used on buildings and street lighting, with areas of trees found within residential gardens.
32. The streets are clean and well maintained with an absence of litter and no signs of graffiti.
33. Chesterfield Road runs through Dronfield and is heavily trafficked with private vehicles throughout the day although along High Street and Church Street the roads are mainly used by local residents and are quiet both visually and in noise terms.
34. There is a lack of street furniture with only a handful of bins, benches and lamp posts found along High Street and Church Street. The Civic Centre and Chesterfield Road are better equipped as there is a greater need for these amenities due to the increased activity. Overall, at the time of the survey the centre was considered clean and active.

Perception of Safety

35. At the time of the survey, there were no signs of anti-social activity. There were no exterior CCTV systems which aides the perception that Dronfield Town Centre is perceived to be a safe and trouble-free shopping environment.

Capacity for Growth

36. There is limited potential for Dronfield Town Centre to expand further due to its compact urban grain and limited number of suitable plots. The road network dissects and restricts the wide scale redevelopment of the centre.

Existing Convenience Provision

Sainsburys, Wreakes Lane (2,116 sqm net)

37. This store offers an extensive range of convenience goods as well as a small range of comparison goods including school wear, electrical and seasonal goods (approximately 10% of floorspace) across 13 aisles. The store also holds a deli, bakery and fish counter. At the time of the survey (mid-day Tuesday) the store was experiencing moderate levels of predominately basket trade and shelf stacking.
38. The store has 10 manned tills with 6 self service till points, at the time of survey only 2 tills were open. There were no queues at the open tills or at the self serve checkouts. The entrance has an ATM facility, community board, benches and bins which demonstrate a sense of community involvement and pride with the store integrating in to the wider community.
39. The car park adjacent to the store provides approximately 350 spaces including disabled and parent child spaces. At the time of survey the car park was at 40% capacity. There was little evidence of customers using the car park to conduct linked trips with other stores within the centre. The car park boundaries are well defined with soft landscaping lining the entrance and wooden fencing to the rear which forms a barrier between the store and neighbouring properties. Vehicular access into the site is taken from Wreakes Lane.

Co-Op, Civic Centre (1,269sqm net)

40. The store offers a range of convenience goods as well as a significant range of comparison goods (approximately 30% of floorspace). At the time of survey goods included a range of electrical products, DVDs and CDs and seasonal products i.e. gardening and BBQ goods. The store was quiet with predominantly basket trade and shelf stackers restacking fresh produce.
41. The store has 6 manned tills and at the time of the survey only 1 was in operation.
42. This store shares a car park with the wider Civic Centre and provides approximately 80 car parking spaces. At the time of the 2013 surveys, this car park was at approximately 80% capacity.

Summary

43. Overall, it is evident from the comparison health checks that the opening of an Aldi foodstore in an out-of-centre position, has not impacted on the vitality and viability of Dronfield town centre. On this point, we note that no existing convenience retailers have closed and appear to be trading well.