Appendix 2- Demographics

Neighbourhood Statistics

Office for National Statistics

Original URL: 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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Neighbourhood Statistics

Office for National 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

[1] National Statistics

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Neighbourhood Statistics

Office for National 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 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

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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

[1] Experimental Statistics

[2] 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 Statstics website) or subsequent estimates which have been 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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Appendix 3- Community Letter

London
Magdalen House
148 Tooley Street
London SE1 2TU
020 7357 8000

Harrogate
14-15 Regent Parade
Harrogate
HG1 5AW
01423 502115

Bristol
13-14 Orchard Street
Bristol
BS1 5EH
0117 905 5346

[Addressee]

xx January 2016

Our Ref: [OurRef]

Dear [Salutation]

Development Update – A new High Quality development for Barnsley Road, Highgate, Goldthorpe

Following your previous interest in the development at the site to the north of Barnsley Road in Highgate, Goldthorpe we would like to update you on progress made on the site. We are aware that the site is looking untidy and every effort is being made to make progress and look for a realistic opportunity for the wider site, following the opening of your new Aldi store in November 2015.

The remainder of the site (between the Aldi store and the homes on Mulberry Close), has attracted no interest from house builders for over a year in line with the previous planning permission granted in 2014. Therefore the developer has taken the decision to look at a realistic proposal to develop the site. The new proposals are now for two new shops to compliment the neighbouring Aldi, with the retailer Home Bargains interested in opening one of their variety stores.

The new shops will improve local choice and competition and create up to **60 job opportunities** for local people.

Summary of Key Benefits of the Scheme

The proposals will result in the comprehensive development and enhancement of the site with significant benefits for the community:

- A multi-million pound investment in Goldthorpe providing up to 60 jobs for local people.
- Regeneration of a prominent development site.
- Shoppers spending more time and money within Goldthorpe – therefore benefitting local traders and other businesses.
- A continuation of recent investment and economic growth in Goldthorpe, helping to improve the town for all.
- An opportunity to improve the current streetscene through tree and shrub planting on what is currently a derelict and deteriorating site.

Directors
Helen Cuthbert | Stuart Slatter | Claire Temple
Associate Director
Alastair Close

Consultants
Caroline Dawson | Dan Templeton
Associates
Rob Scadding | Katie Turvey | Heather Vickers | Alan Williams | Nick Willock

www.planningpotential.co.uk info@planningpotential.co.uk
Planning Potential is a Limited Company registered in England No. 5419507 | Registered Office: 35 Ballards Lane, London N3 1XW

About Home Bargains

Home Bargains aim to sell the best branded products at the lowest possible price. The company's core product range includes home furnishings; health and beauty products; toys and games; baby products; seasonal products (including Christmas decorations) and ancillary food and drink products. Home Bargains pride themselves on their ability to operate efficient stores to drive costs down, these savings are then passed onto the customer, granting them the label of 'discount trader'. Therefore the store will compliment and not impact the neighbouring Aldi store or the district centre.

Next Steps

The applicant have submitted two planning applications on the site and are keen to hear resident's comments on the new proposals. It is also important that planning officers at the Council hear from the local community. We would be grateful if you could lend your support to the application following your previous interest in the site.

It is possible to submit your comments via the Barnsley Council's website **https://www.barnsley.gov.uk/services/planning-and-buildings/** . Once on the planning homepage, if you click on 'Find planning applications' and then 'visit planning explorer website' you will then be able to enter the Planning Application numbers **LPA REFERENCE** and **LPA REFERENCE**, where you will be able to view the application documents and submit your comments. Alternatively, you can fill out the attached blank letter and use the freepost envelope enclosed in this letter.

Should you have any queries regarding the planning application, please do not hesitate to contact us on the Freephone number 0800 978 8968 or email quoraconsultation@planningpotential.co.uk. Please let us and the Council know what you think by providing your comments by **xx February 2016**.

Yours sincerely,



Claire Temple

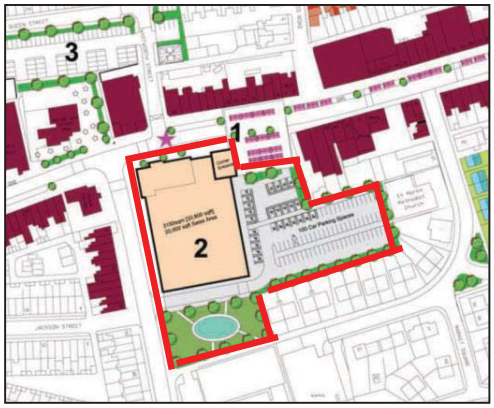
Director

Planning Potential

Enc.

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. Subsequently a Reserved Matters application was approved on 22 April 2015. This will enable the redevelopment of the existing Primary School site, in due course. Works have now started on the site of the new Primary School which is due to open this year.

Sequential Analysis – Goldthorpe



Image 1: Dearne Goldthorpe Primary School viewed from High Street

Availability:

In terms of availability for redevelopment, 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. However the timescales of delivering this site are longer term and not in line with the aspirations of the Developer who seek to deliver the proposed retail units as soon as possible to compliment the adjoining Aldi foodstore which opened in November 2015.

We are aware that this site is currently for sale, despite the previous tender period closing for offers on 13th November 2015. The marketing details for the site indicate that the successful tenderer will be expected to submit a detailed planning application within 12 weeks of being named as the preferred bidder. Therefore potential dates for the site coming forward would be dictated by the site being awarded to a developer.

Given that the replacement School is now under construction and expected to open ready for the next school year, this would then enable the existing school site to be acquired for redevelopment mid/late 2016.

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 smaller than the proposed retail units which have a combined GIA of 2,323.

Sequential Analysis – Goldthorpe

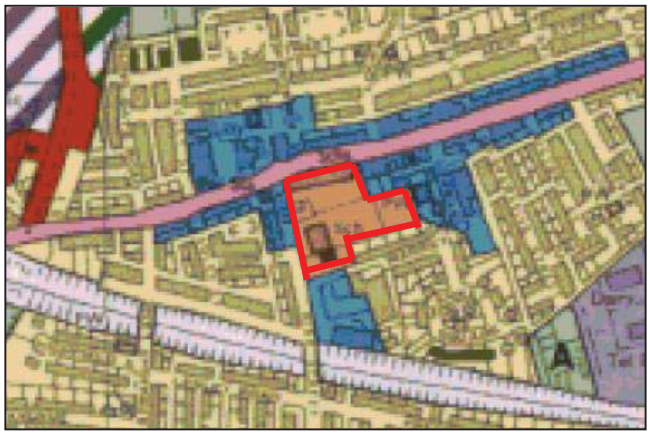


Figure 1: Barnsley Unitary Development Plan Proposal Map Extract (2000)

There is an immediate need for additional retail choice to serve the Goldthorpe Catchment which has been identified in the Council's Retail Studies, the Masterplan and our own Retail Assessment.

As stated within the Planning and Retail Statement, there is an immediate need for increased retail choice and competition to reduce the high levels of leakage out of the catchment area. Current shopping patterns are unsustainable and this pattern will continue if not addressed by a site that is deliverable. In addition to this, there is a clear and redundant development site between the Aldi development site and the built form of Goldthorpe which requires a logical and viable development option to form a link between the two portions of land. The submitted Retail Assessment demonstrates that there is sufficient capacity locally to support both developments and allowing the application proposals will not stop the delivery of this site.

Furthermore the attached letter from Home Bargains confirms that following their appraisals of this site, the application site is the only commercially viable location for the retailer to locate within Goldthorpe. By locating next to the new Aldi which provides a complementary discount supermarket offer, this ensures sufficient trade is generated through a combined retail park format offering a commercially viable development.

Conclusions:

Given the timeframes for redeveloping this site, this location is not viable for developing the proposed foodstore. Therefore this site can be discounted on the grounds of NPPF.

Sequential Analysis – Goldthorpe



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 which have now been demolished. The new Goldthorpe Primary School is under construction in preparation for opening in late 2016.

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



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. A Reserved Matters application was registered on 3 March 2015 and approved on 22 April 2015. Construction is now underway on site, as shown above.

Given that the principle of a new primary school has been established on the site with redevelopment underway, we do not consider this site available for the application proposals. The redevelopment of this site for alternative uses i.e. retail, 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 required to deliver the identified retail development to the west of the centre.

Sequential Analysis – Goldthorpe

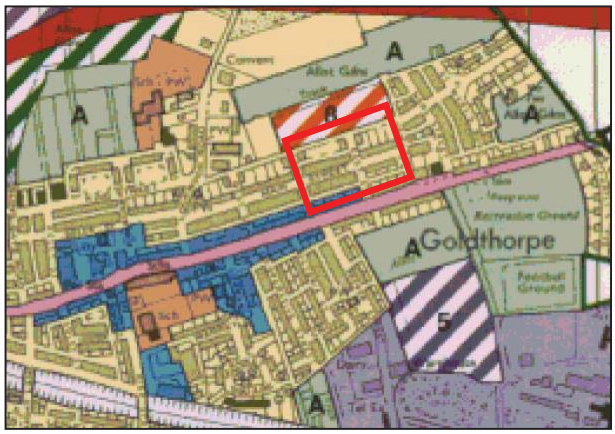


Figure 2: Barnsley Unitary Development Plan Proposal Map Extract (2000)

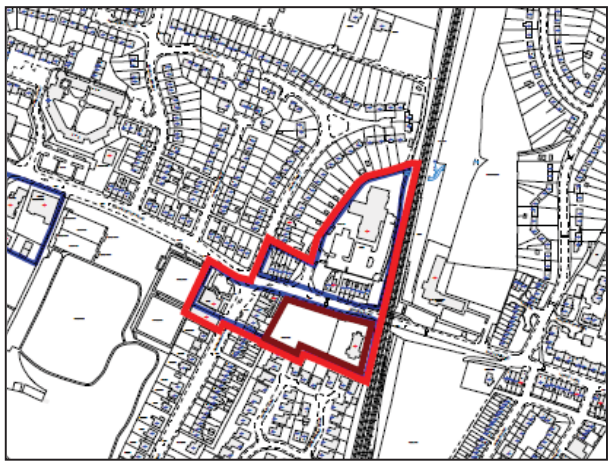
The site of the new Primary School amounts to 1.6 ha. The application site is 0.83 ha in size, therefore the redevelopment of the site for retail units would be an underutilisation of a site ear-marked for a key community facility which will enable wider redevelopment in the centre, thus having knock-on 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





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



Image 3: Site viewed from Station Road.

Availability:

In terms of availability, planning permission has recently been granted for a Netto supermarket with car parking, servicing, landscaping and associated highways works in January 2016- LPA reference 2015/1190. Therefore the site is not considered available for the proposed retail development.

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)

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.

Sequential Analysis – Goldthorpe

	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.

Sequential Analysis – Goldthorpe





Site 4: **Former Co-op, Doncaster Road, Goldthorpe**

Size: **7552 sqft/ 702 sqm (spilt across two floors)**

Location: The site of the former Co-op occupies a prominent position fronting Doncaster Road, a central location within the District Centre of Goldthorpe. The entire frontage of the vacant unit is bound to the south by Doncaster Road and Lockwood Road to the west. To the west and east of the unit is the wider Goldthorpe District Centre which is comprised of a range of retail, service and community facilities which take a linear form along the Barnsley Road/Doncaster Road and High Street.

This is allocated within the Principal Shopping/ Commercial Centre of Goldthorpe, as allocated within the adopted UDP Proposal Map (2000), extract below.



Figure 4: Barnsley Unitary Development Plan Proposal Map Extract (2000)

The site therefore occupies in centre location and therefore needs to be considered in terms of sequential approach.

Sequential Analysis – Goldthorpe



Image 4: Site viewed from Doncaster Road

Availability: The site is currently vacant and is being actively marketed by Carter Towler, therefore is available for redevelopment proposals.

Suitability/Viability: Whilst the unit is available it cannct be considered to be suitable. The property is a purpose built two-storey building. Internally the building is divided to form a ground floor sales area with rear storage accommodation, and on the first floor there is a further storage accommodation and staff facilities. The property has a total internal floor area of 701.67 sqm, but 181.07 sqm is on the first floor.

As the unit it only provides 702 sqm of floorspace spilt across two floors which does not meet the operational requirements of Home Bargains who require a single level format to operate (as detailed within appendix 4). Multi-level store formats do not provide a viable trading position for Home Bargains, the least because of the high proportion of customers who have been shown to undertake their shop using a trolley. In addition the store has no dedicated car parking or area for trolley bays adjacent the store which is a further requirement of the retailer. The provision of trolley bays within the car park is an explicit requirement of any new lease.

National planning policy and case law confirms that in assessing whether a site is suitable the decision taker and Developer must consider whether there is scope for 'flexibility'. The definition of 'suitability' and the extent to which 'flexibility' should be demonstrated has been the subject of much debate with case law and appeal precedents assisting in the interpretation of these points. The 2012 High Court Judgement 'Tesco Stores Ltd v Dundee City Council' supports the principle that a sequential site should be suitable for the developers' proposals i.e. two retail units. The Secretary of State has confirmed in the High Court decision at Rushden Lakes (appeal reference: APP/G2815/V/12/2190175) 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. This has again been confirmed in a more recent appeal case was determined by the Secretary of State in June 2015 for Sainsburys Supermarkets Ltd vs Braintree District Council.

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

Appendix 5- Home Bargains Pro-formas

Home Bargains

Business Model Requirements

Background to Home Bargains

Home Bargains is one of the UK's fastest growing discount retailers. The company has over 320 stores throughout the UK and plans to expand to over 700 within the next five years, employing over 20,000 staff.

TJ Morris' purpose-built £35million warehouse and distribution was completed in 2010 at the company's headquarters in Gillmoss, Liverpool, to facilitate its rapid expansion. The distribution centre currently services all of the Home Bargains stores across the UK. In 2014 Home Bargain's also obtained planning permission for a second distribution centre in Wiltshire, to support the significant expansion of the business in the south of the country.

Location Requirements

Home Bargains tend to locate alongside other discount food retailers and frozen food operators. Examples of this include: Parkway Retail Park in Sheffield where Home Bargain are located next to Iceland and Penistone Road where Home Bargains is located next to Aldi.

Home Bargain's property portfolio includes stores which are typically between 1,111 sqm and 2,787 sqm. In all cases, the requirement for ancillary food and drink sales is an integral part of the business model and is sold from up to 30% of the floorspace.

As their business model has evolved, the smaller format stores offering as truncated and softer retail offer focussed on basket trade have proven far less viable, instead, Home Bargain's has broadened its retail offer in terms of the number of products and depth of range, meaning that larger stores are required in which customers shop in bulk using trolleys. The preference therefore is to locate in retail parks as these locations benefit from accessible customer parking and the potential for linked trips from others retailers within the development.

Trading Policy

The business' ethos is to 'sell the best branded products at the lowest possible price'. To sell a particular product, it needs to be between 10% and 30% cheaper than elsewhere. Approximately 70% of the products make up regular lines, whilst the other 30% changes continually. This business model allows prices to be kept to a minimum.

Their principal range includes health and beauty products, medicines, baby products, household products, a limited clothing range, toys and games, pet food, home furnishings & ornaments, seasonal products and ancillary food and drink products. This complete product range is required to attract customers to the store based on a very specific business model.

Merchandising Layout and Store Equipment

Home Bargains pride themselves on their ability to operate efficient stores to drive costs down, these savings are then passed onto the customer, thus granting them the label of 'discount trader'.

In respect of store size, Home Bargain's smallest store, one of their pilot stores, comprises only some 500 sqm gross floorspace (GIA). In contrast Home Bargains' largest store nationwide has in excess of 2,780sq

m gross floorspace (GIA). It is within this range which the retailer operator demonstrates its scope for flexibility.

From extensive research and experience undertaken by Home Bargains, the retail model has evolved with the majority of pipeline stores having a floorspace of between 1,115sq m (circa 12,000sq ft) and 2,323sq m gross (circa 25,000sq ft) (GIA). It is important to note that whilst Home Bargains have opened a number of town centre stores in the past the company's business model has evolved as a process of their learnings within these stores.

The retailer's operational requirements can be summarised as follows:

- The ability to sell the full range of goods including both bulky and non-bulky non-food goods as well as ancillary food and drink products;
- A demised at grade customer car park of an appropriate size directly adjacent to the retail unit to allow the safe and direct transfer of goods from store to customer vehicle;
- The provision of trolley bays within the car park (this is an explicit requirement of any new lease);
- Simple, safe and efficient at grade servicing arrangements allowing HGV's to arrive, unload and leave the site without any disruption, conflict with the wider highway network or any negative impact on residential amenity;
- The provision of sales area on a single level with clear internal space. Multi-level store formats do not provide a viable trading position for Home Bargains, the least because of the high proportion of customers who have been shown to undertake their shop using a trolley; and
- A customer base that is able to make purchases from various ranges, for example someone buying home furnishings may also want to purchase the other related household items and so on. The core element of the retail offer is the complementary nature of many of the products and the synergy that exists between the product ranges.

Operating Requirements

Opening hours of Home Bargains stores vary depending on location, however typically open between 8 am and 8 pm.

The unit would be expected to receive 1 delivery every 2 days on average via HGV. The retailer also has a significant turnover of product, receiving 60-80 cages per day. Distribution of this stock across multiple levels would be impossible without compromising the store's trading performance.

Appendix 6- Catchment Plan



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Date: 29/07/2014

Title: Catchment Plan

Job Number: 15/2431

Appendix 7- Health Checks

Health Check- Goldthorpe

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Dearne Estates, Goldthorpe
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Introduction

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).

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 developments on the centre.

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.

This health check is informed by the health check conducted as part of planning permission RB2014/0318 for an Aldi foodstore on the adjoining site which was granted on 5th June 2014.

Goldthorpe District Centre

Goldthorpe is identified as a District Centre within Barnsley Metropolitan Borough Council's adopted Core Strategy under the Policy CSP31 'Town Centres' and under emerging policy TC1 'Town Centres'. As such, Goldthorpe has an important role serving the localised catchments and meeting local needs.

Planning Potential undertook a survey of Goldthorpe District Centre on the 12th January 2016 between 11:00pm and 11.45pm. The survey area is based on the boundaries defined in the Council's Local Plan Consultation Draft 2014 as these represent the most up-to-date boundaries identified by the Council.

Diversity of Uses

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

Retail Category	Use Class	Number of Outlets	%
Convenience	A1	10	11%
Comparison	A1	28	31%
Services	A1, A2	14	16%
Restaurant, Café, Public Houses, Takeaway	A3, A4, A5	11	12%
Vacant	Vacant	17	19%
Miscellaneous	D1, Sui Generis	9	10%
Total		**89**	**100%**

Table 1: Diversity of Uses January 2016

Comparison

Table 1 demonstrates that in January 2016, comparison traders in Goldthorpe District Centre occupied 31% of the total outlets. However, there are no national comparison retailers present in the Goldthorpe District Centre, with one regional retailer present, 'Weldricks Pharmacy'. The remaining comparison offer is made up of various independent retailers including: electrical (domestic), home-ware, charity shops, florists, gift & cards, e-cigarette, art galleries and clothing goods.

Examples of the comparison floorspace on offer include: 'Dearne Valley Domestic Appliances', 'Terrys DIY', 'Barnsley Hospice', 'Care & Share Shop Salvation Army', 'Carpet & Vinyl Centre', 'Pearl Bliss', 'Studio Gallery' and 'Destiny Women'.

Given the make-up of comparison retailers within the centre it is clear that there is capacity to provide a nationally recognised comparison discounter within Goldthorpe. Furthermore, the nature of the proposed retail units would complement the Aldi store which opened in November 2015, immediately adjoining the application site and has the propensity to generate further linked trips and footfall to the benefit of those businesses in Goldthorpe District Centre.

Convenience

Table 1 demonstrates that in January 2016, 11% of all the units in Goldthorpe District Centre were in use for the sale of convenience goods. At present, this sector is anchored by an 'ASDA' (1,312 sqm net) on the High Street, this store provides the main food shopping destination for Goldthorpe and is served by a car park of approximately 80 spaces. The only other national representation within the District Centre is a 'Fulton Foods' (164 sqm net), this does not benefit from having its own car parking arrangements.

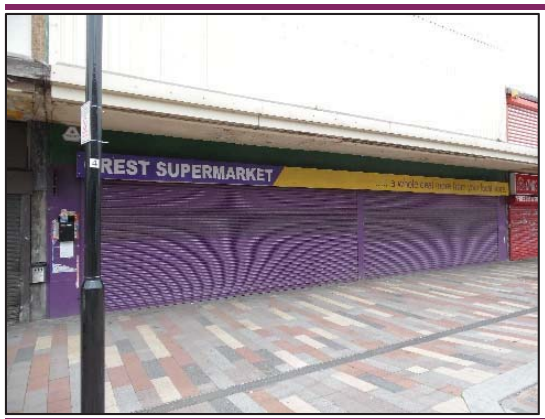
Since carrying out the health check in support of the Aldi proposals in July 2014, the 'Co-op' (526sqm) on Doncaster Road and an independent 'Crest Supermarket' (364 sqm net) have both closed.

Image 1: Former 'Co-op', Doncaster Road



Source: Planning Potential Site Visit

Image 2: Former 'Crest' supermarket, Doncaster Road



Source: Planning Potential Site Visit

The centre supports a range of small, specialist independent traders including 'Andy's Newsagents', 'J J's News' (formerly 'Micky news') and 'Ashcroft Fruit & Veg'. There are also two regional bakeries, 'Cooplands', and 'Stainforths.'

On Market Street, the centre benefits from a sizeable market stalls area offering a wide variety of goods.

Services

Goldthorpe District Centre provides a variety of services with 16% of outlets occupied by the service sector. This is down from 24.27% since the last health check conducted on Goldthorpe District Centre by Planning Potential but can be attributed to the newly amended Use Class Order Act (April 2015) which no longer acknowledges betting shops and pay day loan shops as an A2 (service) Use Class.

No one type of trader is dominant in this sector, however there are a number of hair & beauty traders, opticians and estate agents.

Service traders include: '2 Let 4 sale Ltd', 'Millennium Cutters', 'X19 Barbet Shop' 'Parkland Opticians', 'Vivid Salon', 'Casa Accountants', 'AS Insurance Services', 'Bishops Estate Agents' and 'Gee-Vee Travel'.

Restaurants, Cafes, Takeaway and Public House

Goldthorpe has 11 independent takeaways, cafes and public houses dispersed along Doncaster Road, Barnsley Road and High Street. Collectively, these make up 11% of the total number of outlets within Goldthorpe, which is quite low considering the centres District Centre status. There are no national operators within the centre.

Independent cafes, takeaways and public houses include: 'Café Bijou', 'The Rusty Dudley', 'Pizza Palace', 'Dominic's Pizza' 'Goldthorpe Grill' 'SiSi Pizza' and 'Kings Fried Chicken'.

Leisure and Other Uses

Goldthorpe District Centre also has a range of leisure and other uses, occupying 10% of units within the centre. The units include a Pentecostal Community Church', Post office, Library and Goldthorpe police station.

Vacant Units

Table 1 illustrates that in January 2016, there were 17 vacant retail units representing 19% within Goldthorpe District Centre as a whole. As a result of the recent economic climate, it is reasonable 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, something which cannot be said at present.

At the time of survey, it was noted that all of the 19 vacant units were dispersed although a considerable proportion are distributed along Doncaster Road and Barnsley Road. Some of the vacant units are up for let by agents, including the former 'Co-op' (Carter Towler- 7,552 sqft) and 'Yorkshire Bank' (Lambert Smith Hampton – 3,201 sqft).

Since the last survey undertaken here by Planning Potential, four of the vacant units on Barnsley Road, the former 'Micks News', 'MBC Furniture' and two unspecified unit have been refurbished, and now operate as 'J J's news', 'Goldthorpe Insurance Brokers', 'Barnsley Independent Funeral Directors' and 'The Community Hub & Shop' respectively. Furthermore in January 2016 there was signage to suggest 'Premier' would be opening a new convenience store in the former 'Bryony Gifts' store. The refurbishment of these units demonstrates developer interest in Goldthorpe and is in line with the Goldthorpe Masterplan.

From our initial health check in 2013 and 2014 the amount of vacant units has improved which again highlights the investment which is being put into Goldthorpe over time, to the benefit of the wider area.

Pedestrian Flow

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 the survey (11.00 – 11.45pm). The majority of pedestrian activity was focused along Barnsley Road, particularly along the Primary Shopping Frontage and on the High Street, near the 'ASDA' Supermarket and the Primary School. Given the dry weather and the time of the survey, areas of public realm were being utilised by members of the public.

Accessibility

Goldthorpe District Centre is predominately surrounded by residential developments which make it highly accessible by foot and public transport. Goldthorpe is bypassed by the A635, however Doncaster Road / Barnsley Road provides access directly in to the district centre from the bypass.

Free one hour on street parking is provided in several zones along Doncaster Road and Barnsley Road, with residential parking on many of the side streets. Parking provision improves accessibility and the chances of 'linked trips' between uses in the centre. At the time of the survey it was at circa 70% capacity. Parking becomes more restrictive in front of the Primary Shopping Frontage and on High Street, which serves the local Primary School.

Image 5: Free on street parking



Source: Planning Potential Site Visit

Image 6: Dropped kerbs creating inclusive access



Source: Planning Potential Site Visit

The car park which serves the 'ASDA' supermarket has approximately 80 spaces. This car park is restricted to the customers of the ASDA store only. At the time of the survey this car park was operating at about 50% capacity.

There are several bus stops located along Doncaster Road and Barnsley Road. These services provide access to the wider residential area and beyond to Barnsley, Darfield and Doncaster.

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 subject to a 30mph or 20mph speed limit around the primary

school. Road signs are located within the urban fabric clearly directing users into and out of the centre.

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.

Dropped kerbs are provided throughout the centre which makes the centre inclusive and accessible to all users. Where pavements meet busy roads, pedestrian crossings aid movement by foot and provide a safe environment for shoppers.

Physical Environment

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.

The Primary Shopping Frontage on Doncaster and Barnsley Road benefit from new granite kerbs and well-maintained street furniture. At the time of survey streets were free of litter. Street furniture includes benches, bike racks and attractive street light columns. All of these features are a result of the Goldthorpe Masterplan. 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 taint the aesthetical appearance of the centre as a whole.

Image 7: New, well-maintained attractive public realm



Source: Planning Potential Site Visit

Perception of Safety

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 based on previous visits to the centre these routes do 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 behaviour. 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

No commercial evidence is available.

Capacity for Growth

The Goldthorpe Masterplan was developed in 2012, and identifies a number of objectives including improvements to the public realm, a proposed retail development, Public Square and refurbishments of shop frontages. The Masterplan allocates the 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 and retail assessment of the attached Planning and Retail Statement and demonstrates the application proposals will not affect the deliverability of the Masterplan proposals.

Thurnscoe, Shepherd Lane Local Centre

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.

In June 2015, Planning Potential visited the centre and at the time there are 14 retail units along Station Road and Shepherd Lane, these consist of the following Use Classes:

Retail Category	Use Class	Number of Outlets	%
Convenience	A1	4	28.6%
Comparison	A1	1	7.1%
Services	A1, A2	2	14.3%
Business Use	B1	0	0.00%
Hotels	C1	0	0.00%
Restaurant, Café, Public Houses, Takeaway	A3, A4, A5	4	28.6%
Leisure	D1, D2, Sui Generis	1	7.1%
Vacant	Vacant	2	14.3
Total		**14**	**100%**

Table 2: Diversity of Uses June 2015

The Local Centre is comprised of a range of uses. The centre is predominantly comprised of convenience and restaurant, café, public houses and takeways. The centre includes a number 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: '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 and 'Thurnscoe Health Centre'.

The centre is made up of a range of styles of units including various scales and masses. Units include some 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. Around the Health Centre and Library there is some maintained landscaping provided. Street furniture within the centre is limited. The public realm was clear and relatively tidy at the time of survey.

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.

Car parking within the centre is comprised of on street parking, approximately 8 spaces and a small car park in front of the Library, approximately 10 spaces. These facilities were well used 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 (Image 8). However this site is now subject to a planning application for a new Netto foodstore, which is pending consideration with the Council.

There was evidence of pedestrians walking in to the centre from the surrounding residential areas also, and to / from the local centre to the west at Houghton Road.

Image 8: Informal parking adjacent to Station Road



Source: Planning Potential Site Visit

Thurnscoe, Houghton Road Local Centre

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.

In June 2015, there are 26 retail units along Houghton Road and Welfare Road, these consist of the following Use Classes:

Retail Category	Use Class	Number of Outlets	%
Convenience	A1	5	19.2%
Comparison	A1	6	23.1%
Services	A1, A2	7	26.9%
Business Use	B1	0	0.00%
Hotels	C1	0	0.00%
Restaurant, Café, Public Houses, Takeaway	A3, A4, A5	3	11.5%
Leisure	D1, D2, Sui Generis	2	7.7%
Vacant	Vacant	3	11.5%
Total		**26**	**100%**

Table 3: Diversity of Uses June 2015

The Local Centre is predominately a service and comparison centre, benefitting 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) and 'D.H. Maccabe Funeral Service' (Service). The centre also has a range of uses including a number of independent and national convenience retailers: 'Paul Coupland Butchers', 'Food and Wine', 'DJ Foods', 'Cooplands' and 'ASDA' which anchors the centre. The centre also supports 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.

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. Street furniture within the centre is also limited with some benches provided along the northern edge of Houghton Road. The public realm was clear and relatively tidy at the time of survey, benefiting from wider footpaths with some shops displaying a small selection of goods on the footpath.

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.

Car parking within the centre is comprised of on street parking of approximately 25 spaces and a small car park attached to the 'ASDA' with approximately 40 spaces. Both of these facilities were well used during the time of survey, operating at 70-80% capacity. As with Thurnscoe Shepherd Lane Local Centre, there was evidence of pedestrians walking in to the centre from the surrounding residential areas.

Bolton upon Dearne Local Centre

Bolton upon Dearne Local Centre is a purpose built centre 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.

As of June 2015, there are 16 retail units along around St Andrews Square, these consist of the following Uses Classes:

Retail Category	Use Class	Number of Outlets	%
Convenience	A1	1	6.25%
Comparison	A1	4	25%
Services	A1, A2	4	25%
Business Use	B1	0	0.00%
Hotels	C1	0	0.00%
Restaurant, Café, Public Houses, Takeaway	A3, A4, A5	3	18.75%
Leisure	D1, D2, Sui Generis	3	18.75%
Vacant	Vacant	1	6.25%
Total		**16**	**100%**

Table 4: Diversity of Uses July 2015

The centre is anchored by a 'Co-op' foodstore which is supported by a range of independent and national, comparison retailers and service providers including 'Cadmans Carpets' (Comparison), 'Weldricks Pharmacy' (Comparison), 'Tan Tone' (Service), 'Elite Hairdressing' (Service) and 'Barry's Barbers' (Service). These uses are supported by a number of take-aways including, 'Superb Take-away' and 'St Andrews Fisheries'. The centre also holds the 'Bolton upon Dearne Dental Practice' a community centre and 'Ladbrokes' betting office (Sui generis). At the time of survey there was 1 vacant unit within the centre (Image 9).

Image 9: Vacant unit within Bolton Upon Dearne Local Centre



Source: Planning Potential Site Visit

The centre is primarily comprised of shopping parades set below residential flats around St Andrews Square, 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 and bins.

The public realm was clear and tidy public at the time of survey, benefiting from wide 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.

Given the centres location within a wider residential area, the centre benefits from sufficient street lighting throughout and is looked over from the neighbouring residential properties and flats, providing a level of natural surveillance and a sense of security.

Summary

Overall the health checks conducted demonstrates that Goldthorpe District Centre is beginning to benefit from investment and regeneration, despite the loss of the 'Co-op' in the last year. There is still some way to go until the centre can fully realise its potential however the redevelopment of the former Primary School site in due course will provide a new focal point for the centre. We also conclude that the surrounding local centres are performing relatively well in their role as top-up shopping destinations.

Goldthorpe District 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 and the introduction of a new primary school in the immediate future (Image 10). The Council is proposing to buy a number of premises in order to deliver the Masterplan so it could be argued that this is a reason behind some of the vacant units, particularly along Doncaster Road. The Masterplan also outlines a number of residential developments that could increase the demand on convenience and comparison goods within the centre.

Image 10: Sign showing future development



Source: Planning Potential Site Visit

Appendix 8- Case Studies

case studies

QUORA, ANLABY ROAD, HULL

Site Location: Former Tradex Retail Warehouse and Total Petrol Filling Station, Analaby Road, Hull

Progress: Date of decision 30th April 2015, discharge of conditions applications were submitted May 2015. Works on site started in July 2015.

The Proposals: Sub-division of existing retail warehouse (Use Class A1), into 2 individual retail units (Use Class A1), including the change of use to enable food sales. Demolition of existing Petrol Filling Station and erection restaurant drive-thru (Use Class A3/A5) with associated car parking, landscaping and associated works.

The Scheme: The proposals involved the refurbishment of the former Tradex Retail Warehouse and demolition of a vacant Total Petrol Filling Station to create an Aldi foodstore, retail unit and McDonalds Drive-Thru Restaurant on an in centre retail site. The site has previously been identified as a sustainable extension to Analaby Road Large Local Centre by the Council and allocated for mixed use retail-led redevelopment in the adopted and emerging local planning policy.

The proposals represent a beneficial and deliverable use for a long term vacant site as well as improving the visual appearance of the overall site. Development works are currently underway on site and Aldi will occupy the new foodstore in early 2016. The commitment from Aldi and McDonalds as anchor tenants has secured development commencing on site immediately and Home Bargains are now confirmed to be occupying the second retail unit.





Image 1 and 2: Existing Site Photographs

Community Consultation

The Applicant is committed to consulting local stakeholders and the local community about its planning applications. and has a strong track record in consulting and communicating with members of the local community, community groups, local councillors and other relevant third party stakeholders.

A community newsletter detailing the application proposal was issued to over 3,236 addresses in the Anlaby Road area in January 2015. Tailored invites were issued to local Ward Councillors. One of the Ward Councillors who is not a planning committee Member attended a preview of the consultation material.

A public consultation event has also been held on 29th January 2015 to engage with the local community. Over 100 people attended and the scheme received phenomenal support from local residents (99%). Immediate neighbours came to the consultation to provide comments, the team architect also visited a neighbouring property. Several traders also attended the consultation and provided positive feedback. Feedback from residents, Officers at the Council and other third parties has been carefully reviewed and, where possible, has evolved the proposals.

Discussions with Hull City Council

A number of pre and post-application discussions were held with Ward Councillors, Planning Committee Members and Planning Officers, which confirmed the sequential preferable location of the site and that the proposals represented the opportunity to provide a much needed localised discount shopping destination within a deprived area. The community had recently been disappointed by Tesco pulling out of the redevelopment of the site for a new superstore. The surrounding area is a mixture of dense housing with shops and services along Anlaby Road. The redevelopment of the site would greatly improve the street scene and linkages with Anlaby Road Large Local Centre and the associated spin benefits were acknowledged as a benefit of the scheme.

Deliverability

Following delegated approval on 30th April 2015, discharge of conditions applications were swiftly submitted to the Council in May 2015. This clearly demonstrates the deliverability of schemes by the Developers, who had gained control of the site prior to the determination of the planning application.



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case studies

QUORA DEVELOPMENTS, SHEFFIELD

Store Location: Langsett Road, Sheffield

Progress: Planning Permission Granted 24th December 2012, opened December 2013.

The Proposals: Redevelopment and extensions to a former Bingo Hall to create a discount retail shopping destination.

The scheme

The proposals regenerated the site of the former Bingo Hall to create a discount retail shopping destination. The proposals involve the extension and complete refurbishment of the premises, including improvements to the car park, landscaped areas and enhanced linkages with the surrounding area. The site was allocated for commercial uses, retail on the site was considered acceptable up to 500sqm.

The proposals represent a beneficial use of a vacant building as well as improving the visual appearance of the overall site. Development works are underway and the site will be occupied by Aldi, Home Bargains and Iceland. The commitment from Aldi as anchor tenant has secured the other occupiers. A value gym will occupy the basement of the building.

Community Consultation

The Quora redevelopment team met with Ward Councillors who welcomed the investment opportunity that the proposals will bring along with local jobs and cheaper shopping bills for residents. 700 homes and local businesses were provided with a newsletter outlining details of the proposals, 96% of residents who responded supported the proposals. Councillors and residents alike were kept informed of progress during the application process.

Planning Applications—delegated approval

A number of pre-application discussions were held with Planning Officers. It was established through the sequential approach that there were no sites in nearby centres that can accommodate the proposals. In any event the proposals represent the opportunity to provide a localised discount shopping destination within a deprived area. The nature of the area is a mixture of dense housing with shops and services along Langsett and Penistone Road. Improved linkages with local shops and the associated spin benefits were acknowledged as a benefit of the scheme. The wider economic benefits were also taken into consideration in terms of the designation of the site for employment uses. The local community supported the application; there were no objections. The application was approved under delegate powers, the delegated officers report states *'The external alterations and extensions will improve the appearance of the building. The reuse of the existing building is viewed positively in sustainable terms and it is in a highly sustainable location within close proximity of a large residential population and excellent public transport links. The development will provide ample parking provision and improve accessibility across the site. Overall the development is viewed favourable and accords with policy'.*

The development provides a discount stores to serve the residents of Hillsborough and the wider Area and acts as a social shopping hub for the surrounding community. Given the unique trading format of the retailers, the stores complements the existing retailers in Hillsborough. Additionally, the provision of a discount food store forms an extension to the existing range and choice of shopping facilities within the wider area. In turn, this strengthens the areas overall function within its wider catchment, improving choice and competition to sustainable journeys.

case studies

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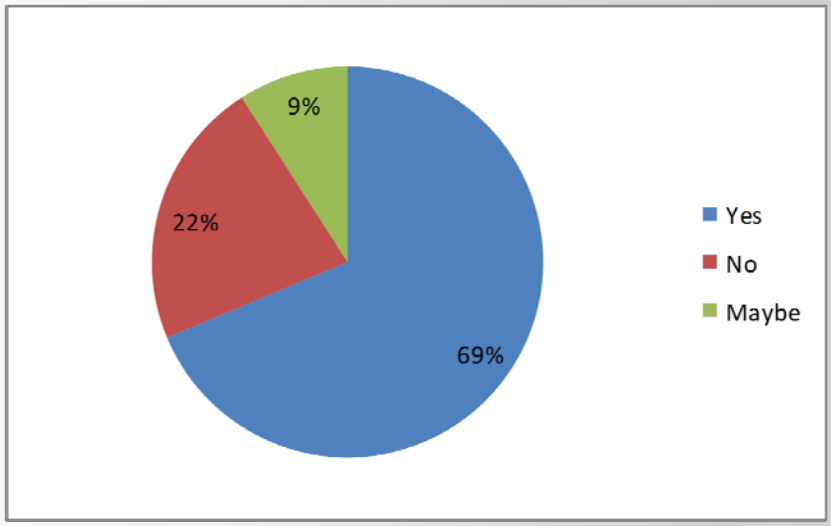
Planning Regeneration and Development



September 2014 Update

Customer surveys conducted by Planning Potential in September 2014, concluded:

- The redevelopment of the former site which operated as a Mecca Bingo is seen by shoppers as a major improvement to the area.
- Health checks were undertaken in September 2014 that demonstrate the centre continues to be a healthy centre and trades well. Furthermore, Home Bargains has continued to operate in Hillsborough following the opening of its second store on the site.
- The store is serving the intended localised catchment with 56% of shoppers living in the immediate local catchment area and 24% of customers travelling from the Broomhall/Crookes catchment.
- Over half of the shoppers surveyed (69%) were undertaking linked trips into Hillsborough town centre.



case studies

SKEGNESS TOWN FOOTBAL CLUB, SKEGNESS

Site Location: Skegness Town Football Club, Burgh Road, Skegness and the War Memorial Playing Fields, Wainfleet Road, Skegness.

Progress: Decisions on both applications were made in June 2015 and discharge of condition applications were submitted for the Wainfleet Road site in July 2015.

The Proposals: The development proposal was centred on the relocation of the Skegness Town Football Club from their existing football ground and facilities on Burgh Road to a new site on Wainfleet Road. Applications on both sites were co-ordinated and submitted simultaneously on behalf of Quora in February 2015.

Skegness Town FC have a long term need to upgrade their facilities in order to meet their promotion aspirations. Their existing site did not allow them to progress up the football pyramid as the site was outdated and suffered from drainage issues that prevent play regularly. The relocation of the Club was dependent on the sale of their existing site at Burgh Road, therefore the two applications were intrinsically linked.

The redevelopment at Burgh Road included the demolition of existing football ground and associated facilities and erection of 5 individual retail units (Use Class A1) (including an Aldi foodstore), a restaurant with ancillary public house (Use Class A3/A4) incorporating a Managers flat and associated car parking, landscaping and associated works. The redevelopment of the site for retail and leisure occupiers will provide Skegness with new investment, jobs and reduce the need to travel outside then town for these types of facilities. The proposals will create a sustainable, attractive and modern mixed-use destination for residents and visitors to Skegness on a key arterial route in to the town.

The proposals at Wainfleet Road, involved the redevelopment and enhancement of existing sports pitches and erection of new club house for Skegness Town Footbal Club with associated car parking, landscaping and associated works at Wainfleet Road, Skegness



Community Consultation and Stakeholder Engagement

The relocation of the football club proposals evolved over a number of months through a series of discussions between the developer, Skegness Town FC, Skegness Sports Association, Skegness Rugby Club, Lincolnshire FA and East Lindsey District Council. The move to Wainfleet Road has been ratified by East Lindsey District Council who will licence the site to Skegness Town FC.

A residents newsletter was circulated in early January 2015 to 2,695 addresses. Subsequently a community consultation event was held at the current Skegness Town Football Club on 28th January 2015 to allow residents the opportunity to ask questions above the proposals. The proposals received 97% support locally.

The Quora development team worked closely with the Skegness Town Football Club and relevant stakeholders throughout the progression of the application and are continuing to work with all parties now construction is underway to ensure the development progressing smoothly with minimal disruption to the clubs and will truly benefits the whole community.

Discussions with East Lindsey District Council and Consultees

A number of pre and post-application discussions were held with Planning Officers, and key consultees on both applications.

A through and robust sequential and retail impact assessment was conducted on the site given its out of centre location. Despite objections from Morrisons, the Officer's Committee Report for the Burgh Road proposals confirmed that "*the proposed development will result in the provision of an out of centre scheme that will not result in an adverse impact on the vitality of Skegness Town Centre. It is consider that the site is suitable due to it being sequentially acceptable and accessible".* All other highways, flood risk and amenity concerns were resolved following negotiations and additional information where necessary was secured via conditions.

A resolution to approve planning permission subject to a completion of a section 106 agreement was unanimously received at Planning Committee on the 16th April 2015.

In respect of the Wainfleet Road application, extensive discussions were conducted with Sport England and the Rugby Football Union who had objections about the detail of the proposals. Sport England did not consider the proposals to fully accorded with their exceptions policy or Paragraph 74 of the NPPF. Despite these objections, when considering the wider planning benefits of the scheme the Council's Officers recommended the application for approval. Due to Sport England's objection the application was referred to the Secretary of State for decision. The application was subsequently not called in and was approved under delegated powers on 18th June 2015.

Due to the linkage of the scheme with the redevelopment scheme at Wainfleet Road a section 106 agreement was completed to ensure the enhanced sports facilities are in

