

The Athersley Arms, Bransley

Updated sequential site assessment report – February 27th 2015

This note sets out an update to the planning report submitted to Barnsley Council and the subsequent e-mails with Officers of the Council.

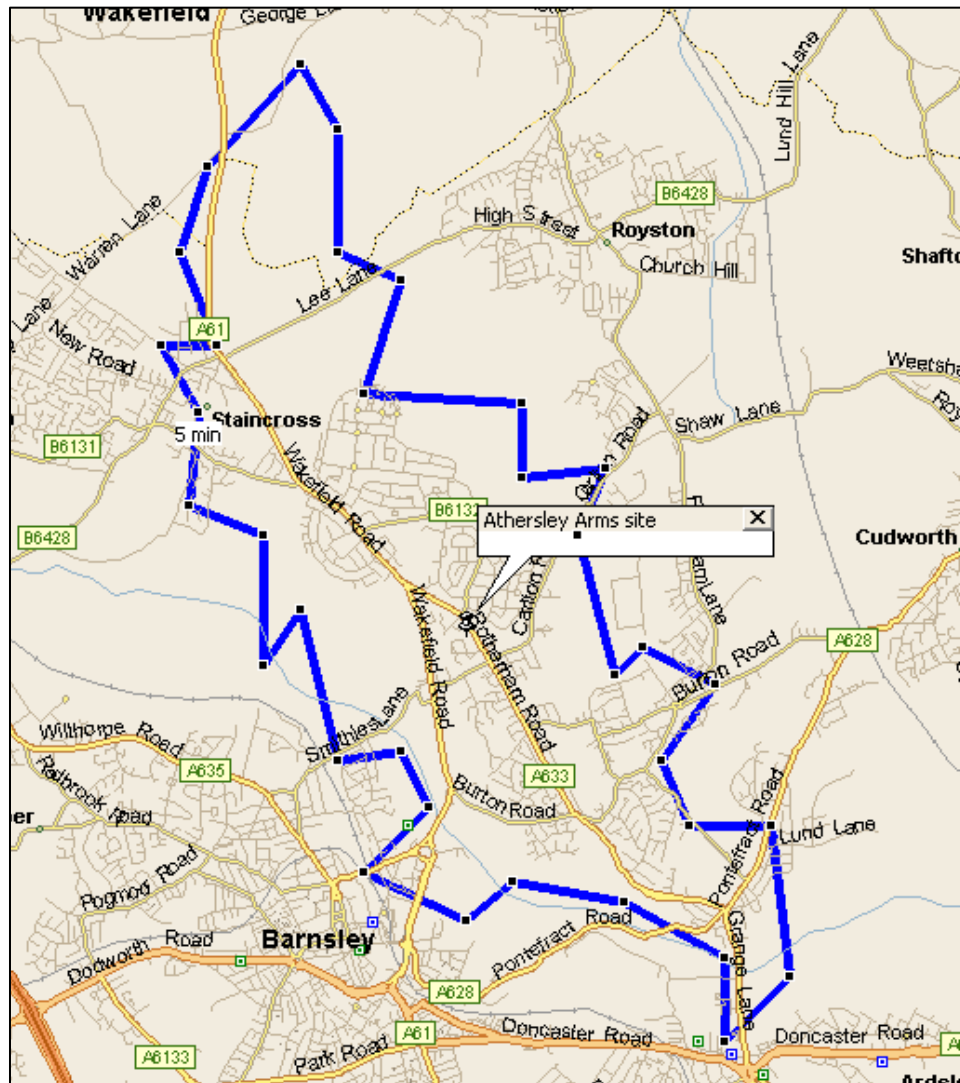
Officers wished for confirmation that Farmfoods have considered any sequentially preferable sites that may have come available since they agreed to purchase the Athersley Arms, any that may be available now, any that have previously been considered, and that Farmfoods have been flexible in their consideration of alternative sites and premises.

I revisited the area on Friday February 27th. I inspected Mapplewell, Athersley, Monk Bretton, and Lundwood local centres. I looked at existing shops, possible development sites in or close to the centres.

There are no suitable available or viable premises available, nor many vacant or advertised premises at all. All centres appeared to be trading satisfactorily.

Search area

The Athersley Arms site will cater for Farmfoods customers in east Barnsley - approximately as shown on the drivetime map below which shows a 5 minute drivetime isochrone. This includes the local centres of Athersley, Monk Bretton and Lundwood. Mapplewell to the north east was also inspected at the request of the Council.



Search criteria

The search for stores and sites is based upon Farmfoods stated store requirement. Flexibility is applied for any opportunities that offer a trading opportunity that may be viable.

It can be summarized as:

- 6000-10000 Sq. ft
- Adjacent parking
- Suitable for food retailing, typically
 - Local or district centre
 - Edge of centre

- Small retail park
- Roadside
- Development sites - 0.75 acre

This requirement reflects the changing needs of Farmfoods and its customers.

In recent years many smaller Farmfoods stores have been closed and re-located. The most recent nearby being in Mexborough where Farmfoods closed a high street store and moved subsequently to a store with parking.

Search method

In searching for new stores and development opportunities contact is maintained with a wide range of local regional and national Agents, Developers and similar contacts. Searches are regularly carried out through internet property portals such as ShopProperty and Completely Retail, as well as reading of property magazines such as the Estates Gazette.

Mapplewell

This is a small centre to the north east of the application site. The centre has a Co-op supermarket and a reasonable range of small independent stores.



There was only one visible vacancy and that is only 780sqft in Fountain Parade. This is too small and not suitable.

Monk Bretton

This is a small centre formed by a shopping centre development anchored by Iceland. There are no vacancies.



Athersley

This centre is the closest to the application site. It has a small shopping centre which includes a small Co-op supermarket and a Fultons frozen food store. There are no vacancies. To the north east on Laithes Lane is a Poundstretcher store.



Lundwood

This centre is situated on both sides of the main road. The anchor store is an Iceland with a range of independent stores near. There is a small shop next to Iceland available but it is too small to be suitable for Farmfoods.



Previously considered premises

The premises occupied by Iceland in Monk Bretton and Lundwood were previously UGO supermarkets. After that company went into Administration Farmfoods bid for the stores in January 2012. They were secured by Iceland.

Conclusion

There has been a long standing requirement for Farmfoods to open stores in the Barnsley area.

Over the years there have been multiple visits and discussions but to date nothing suitable had been secured. The Athersley Arms site offers an opportunity to develop a new Farmfoods store to cater for customers in East Barnsley.

It is the right size, easily accessible by a range of means of transport, and well located to cater for its catchment.

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