Report

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Proposed Retail Development

Old Mill Lane Barnsley

Planning and Retail Statement

June 2012

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For and on behalf of GVA Ltd

1. INTRODUCTION

1.1 This statement has been prepared in support of an outline planning application (means of access fixed; all other matters reserved) by Peel Holdings Limited for the redevelopment of land bounded by Old Mill Lane (A61) and Twibell Street, Barnsley. The site is prominently located off the Harborough Hill Road roundabout.

1.2 The application proposes the demolition of existing retail warehouses following the demolition of the gas holder by National Grid[1] and the development of a new Class A1 foodstore (13,967 m^2 gross), new Class A1 retail warehouse unit (1297m^2 gross), Class A1/A3/A5/B1/D2 Community Kiosk (274m^2), petrol filling station (73sqm retail kiosk), community riverside park with associated parking, landscaping, servicing and access arrangements.

1.3 The matters covered by this statement have been scoped with officers at the Local Planning Authority (LPA) with a view, in accordance with best practice, to ensure that the submission represents a robust basis for assessing the proposed development.

1.4 The statement is structured as follows:

- **Section 2** – **Site Context** describes the application site in the wider area and existing uses on site.
- **Section 3** – **Application Proposals** sets out the scope of the application and the proposed uses (quantum of development).
- **Section 4** – **Planning Policy Framework** sets out the statutory development plan and specific policies against which the proposals will be determined.
- **Section 5 – Principle of Development** sets out the principle of development in accordance with current planning policy.

[1] The demolition of the gas holder will be carried out by a third party (National Grid) prior to the commencement of the works proposed by this application. The works can be carried out under permitted development rights set out in part 17, Class F(f) of the GPDO for Statutory undertakers.

- **Section 6** – **Barnsley Retail Study** details the headline findings of the Council Study relevant to the application proposal.
- **Section 7 – Sequential Assessment** assesses the sequential compliance of the application proposal, demonstrating that there are no more centrally located sites which are available, suitable or viable for development.
- **Section 8 – Impact Assessment** assesses the application proposals against paragraph 26 of the NPPF regarding the impact on committed investment and trade and consumer choice with reference to the vitality and viability of the Town Centre.
- **Section 9 – Regeneration Benefits** – provides an overview of the current socio-economic profile of the residential areas immediately surrounding the application site and confirms the employment benefits arising from the proposal.
- **Section 10 – Employment Land Justification** – summarises the findings of the Employment Land Report accompanying the application submission.
- **Section 11 – Conclusions**

1.5 The retail and planning statement forms part of a wider application submission comprising the following technical reports, the scope of which has been agreed with the Council at the pre-application stage in accordance with recommended best practice:

- Environmental Statement prepared by GVA, WSP & Curtins Consulting;
- Transport Assessment (including Draft Travel Plan Framework), prepared by Curtins Consulting;
- Flood Risk & Drainage Statement, prepared by WSP;
- Full Suite of Planning Drawings, prepared by Bate and Taylor Architects;
- Design & Access Statement (incorporating Sustainability and Energy Statement, Recycling and Waste Statement, Ventilation and Extract Statement), prepared by Parkinson Inc; and
- Statement of Consultation, prepared by Lexington Communications.

1.6 The next section introduces the site in its terms of its location, surroundings and the nature of the application proposal.

2. Site Context

Site Location

2.1 The application is bound by Twibell Street, Old Mill Lane and Harborough Hill Road. The site extends to approximately 6 hectares and comprises 3 no. retail warehouse units (Plumb Centre, Comet and vacant), a former depot, a gas holder confirmed for decommissioning and associated parking and servicing areas.

2.2 To the north of the application site is the River Dearne with a wooded area and cleared depot site beyond. A new quality bus corridor link road is presently being constructed and runs between Burton Road and Old Mill Lane via roundabout and signalised junctions. A Wickes Retail Warehouse unit is located further to the north. A large Asda foodstore, petrol filling station and drive-through restaurant are located beyond Old Mill Lane to the west.

2.3 The Peel Centre Retail Park is located to the south beyond which is a mix of terraced residential dwellings and small employment units (workshops and depots). The eastern part of the application site comprises a cleared parcel of land, previously occupied by depot buildings. Immediately to the east of this and outside of the application site is a large Booker Cash and Carry warehouse accessed off Twibell Street.

2.4 The site is presently accessed via Twibell Street off a dedicated spur from the Harborough Hill roundabout. The Peel Centre Retail park is located off the second roundabout access spur. A PC World retail unit is prominently located in the centre of the roundabout.

Planning History

2.5 A detailed planning history search confirms numerous minor applications associated with current and past occupiers. The main applications of relevance in considering the application proposals are as follows:

Unit 1- Plumb Centre / Howden's Joinery

2.6 The planning permission (LPA Ref: BA/92/1622/BA) under which the existing occupiers operate permits a total Class A1 retail floorspace of 1,997 m^2 (gross) restricted to the sale of building materials and garden supplies.

Unit 2 - Former MFI / Powerhouse

2.7 The original planning permission (LPA ref. B/82/0131/BA) permits a total Class A1 retail floorspace of 2,508 m^2 (gross). The unit has however been sub-divided (Former MFI – 1,394 m^2 gross; Powerhouse – 1,114 m^2 gross).

2.8 The permission does however restrict the range of goods which can be sold from the unit to DIY goods, furniture, carpets and other flooring materials, soft furnishings and bathroom fittings, electrical goods and motor accessories.

Unit 3 - Comet

2.9 The original planning permission (LPA ref. B/83/0172/BA) permits a total Class A1 retail floorspace of 1,105 m^2 (gross). The range of retail goods is restricted to domestic electrical goods and gas appliances.

Proposed Retail Warehouse Unit (Land off Old Mill Lane)

2.10 Outline planning permission was originally granted (LPA ref. 2006/1616) for the development of a new 1,960 m^2 (gross) retail warehouse (with associated parking and access) on land to the north of the new Quality Bus Corridor link road opposite the Wickes DIY unit off Old Mill Lane.

2.11 The Council (April 2011) recently approved (LPA ref. 2010/1367) an application to extend the original outline planning permission. The new (time extension) permission includes two planning conditions which limit the maximum floorspace to no more than 2,000 m^2 and the range of goods that can be sold to bulky goods only (not allowing food, toys or clothing).

2.12 The granting of this application is a significant material consideration in the determination of this proposal; conferring acceptability of a retail warehouse use on the northern part of the application site. The current application proposes a smaller retail

warehouse unit (1267m^2) given the requirement for modifications to the Quality Bus Corridor (QBC) for access to the foodstore element of the site. Consequently, no justification is provided for the retail warehouse unit proposed as part of this application.

2.13 The applicant can confirm that the planning conditions (Nos. 3 and 4) attached to the time extension permission (LPA ref. 2010/1367) can be transferred to the retail warehouse element of this application.

National Grid Infrastructure

2.14 The National Site, comprising of a gas holder was erected circa. 1970. No detailed planning history exists for this part of the site.

The Quality Bus Corridor

2.15 The QBC, was granted planning permission in August 2007 under planning application reference 2006/1509 for the construction of new highway, pedestrian/equestrian underpass, landscaping and associated works to create A61 Wakefield Road/Burton Road Quality Bus Corridor phase 3.

2.16 The scheme is located at the junction of the A61 Wakefield Road, Burton Road and Old Mill Lane on land that previous formed part of the former British gas Depot.

2.17 The link road forms phase 3 of the Quality Bus Corridor delivery and comprises a new link road to improve traffic movement around this key junction into Barnsley Town Centre. Construction is currently progressing and it is anticipated that the work will be completed by summer 2012.

3. Application Proposals

3.1 The application seeks outline planning permission (means of access fixed; all other matters reserved) for the demolition of existing structures (retail warehouses and gas holder) and the development of:

- **Class A1 foodstore** (13,967 m^2 gross; 8,262 m^2 net sales) constructed on 'stilts' with undercroft car parking (772 spaces);
- **Class A1 retail warehouse** (1267 m^2 gross);
- **Class A1/A3/A5/B1/D2 Community Kiosk** (274 sqm gross);
- **Petrol Filling Station** (including Kiosk and Car Wash);
- **Riverside Community Park; and**
- **Associated Access, Servicing, Parking and Landscaping).**

3.2 In terms of the scheme design, the proposed foodstore will occupy a prominent location slightly set back from the corner of the Twibell Street and Harborough Hill Road roundabout junction. The modern foodstore design allied to appropriate landscaping treatment will present an attractive frontage on to a main arterial route into Barnsley Town Centre from the north.

3.3 The foodstore would be constructed on stilts with an undercroft car park; access to the foodstore would be obtained via a travelator along the northern elevation. A service area would be located to the east of the store and would be served by a dedicated separate access from the proposed new link road.

3.4 The proposed Community Kiosk would be located immediately to the north of the proposed foodstore and would be accessed from a separate road spur at the main point of access into the foodstore.

3.5 A petrol filling station (PFS) is located to the north of River Dearne at the junction of Old Mill Lane and the new QBC link road. A further retail warehouse unit is proposed to be located to the north of the new link road in close proximity to the existing Wickes retail warehouse.

3.6 A revised access into the application site is proposed; the existing two access points to the retail units and depot from Twibell Street are to be closed up and a new access is to be obtained from the new QBC link road (via a new roundabout). The access road will run southwards (bridging over the River Dearne) to the proposed foodstore.

3.7 Appropriate pedestrian and cycle linkages within and around the application site will be provided including a new pedestrian / cycle bridge providing direct access to the main foodstore from Old Mill Lane. This bridge has been added in response to comments made by residents at the community consultation event. No access, pedestrian or otherwise, is proposed off Twibell Street to ensure against on street parking and loos of amenity to residents here.

3.8 The proposed petrol filling station is to be accessed via a dedicated new spur from the QBC link road. The proposed retail warehouse unit near Wickes will be served by a dedicated spur running from the proposed new roundabout junction.

3.9 Whilst the application is only in outline with means of access fixed, matters of design and accessibility, including how the proposal reacts to its surrounding environs is considered in detail within the separate Design & Access and Transport Statements which accompany the planning application submission.

4. Planning Policy Framework

4.1 Planning policy relevant to the proposal and which provides the context for its assessment is set out within a suite of documents comprising:

- National Planning Policy Framework (NPPF – March 2012);
- Regional Spatial Strategy (RSS) for Yorkshire (July 2008);
- Barnsley Core Strategy (CS) adopted 2011; and
- Barnsley Unitary Development Plan (UDP) adopted 2000 (saved policies).

4.2 The key points arising from the planning policy framework are set out below.

National Planning Policy

4.3 The Government has recently published the National Planning Policy Framework (March 2012), which replaces the previous Planning Policy Guidance (PPG) and Planning Policy Statements (PPS). This framework is intended to simplify 1000 pages of national tier policy into a more concise single guidance document.

4.4 The NPPF states that Local Planning Authorities will be given 12 months from the publication of the NPPF to revise Local Plans if necessary to reflect this guidance.

4.5 During this time, due weight should continue to be given to relevant policies adopted since 2004 even if there is limited conflict with the NPPF. In cases where Local Plans are dated pre-2004 and following this 12 month period, due weight should be given to relevant policies in existing plans according to their degree of consistency with the framework.

4.6 The overarching objective of the Framework remains the delivery of sustainable development supported by the planning system.

Delivering Sustainable Development

4.7 The introductory section of the NPPF focuses on the sustainable principles on which the planning system should be based and supersedes previous policies in PPS1. The Framework includes a presumption in favour of sustainable development within which there are interrelated economic, social and environmental dimensions.

4.8 Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):

- making it easier for jobs to be created in cities, towns and villages;
- moving from a net loss of bio-diversity to achieving net gains for nature;
- replacing poor design with better design;
- improving the conditions in which people live, work, travel and take leisure; and
- widening the choice of high quality homes.

4.9 Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan-making and decision-taking. These 12 principles are that planning should:

- be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area. Plans should be kept up-to-date, and be based on joint working and co-operation to address larger than local issues. They should provide a practical framework within which decisions on planning applications can be made with a high degree of predictability and efficiency;
- not simply be about scrutiny, but instead be a creative exercise in finding ways to enhance and improve the places in which people live their lives;
- Proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth. Plans should take account of market signals, such as land prices and housing affordability, and set out a clear strategy

for allocating sufficient land which is suitable for development in their area, taking account of the needs of the residential and business communities;

- always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings;
- take account of the different roles and character of different areas, promoting the vitality of our main urban areas, protecting the Green Belts around them, recognising the intrinsic character and beauty of the countryside and supporting thriving rural communities within it;
- support the transition to a low carbon future in a changing climate, taking full account of flood risk and coastal change, and encourage the reuse of existing resources, including conversion of existing buildings, and encourage the use of renewable resources (for example, by the development of renewable energy);
- contribute to conserving and enhancing the natural environment and reducing pollution. Allocations of land for development should prefer land of lesser environmental value, where consistent with other policies in this Framework;
- encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value;
- promote mixed use developments, and encourage multiple benefits from the use of land in urban and rural areas, recognising that some open land can perform many functions (such as for wildlife, recreation, flood risk mitigation, carbon storage, or food production);
- conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations;
- actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable; and
- take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.

4.10 The NPPF reaffirms the Government's commitment to securing economic growth in order to create jobs and prosperity. To achieve economic growth planning authorities should

plan proactively to meet the needs of business and avoid overburdening investment through combined planning policy expectations.

Ensuring the vitality of Town Centres

4.11 Section 2 of the NPPF replaces policies on planning for town centres within PPS4 and marks a renewed focus on defining and providing policies that support a hierarchy of centres, to be identified by local authorities within an up to date local plan.

4.12 The policy guidance focuses on the role of centres as the heart of the community within the context of general support for sustainable economic growth, although the previous PPS4 test for economic development is removed.

SEQUENTIAL TEST

4.13 Paragraph 24 of the NPPF requires the application of a sequential test for planning applications that are not in existing centres and are not in accordance with an up to date Local Plan. This retains the PPS4 town centre first approach previously set out in policy EC15 and requires applicant's promoting out-of-centre development to demonstrate that all in-centre options have been assessed before less central sites are considered.

4.14 Where edge-of-centre or out-of-centre proposals are promoted preference is to be given to accessible sites that are well connected to the town centre and both the applicant and the LPA should demonstrate flexibility on format and scale of proposals.

4.15 Despite the NPPF superseding PPS4, the DCLG has indicated that the separate practice guidance which accompanied PPS4 and provides further detail on undertaking appropriate sequential assessments continues to stand. The implications of this will be considered through the retail assessment below.

IMPACT ASSESSMENT

4.16 The second element of policy retained from PPS4 is the impact assessment as set out in paragraph 26 of the NPPF. This guidance consolidates the previous test into two elements to be applied where retail, leisure or office development of 2,500sqm or above is sought outside of town centres. In such cases the requirements is for assessment of:

- The impact of proposals on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposals (previously EC16.1a of PPS4); and
- The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in town centre and wider areas, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made (previously EC16.1b and d).

4.17 As with the sequential test, the PPS4 practice guidance continues to provide additional detail on how to assess and interpret the impact policy tests.

4.18 In respect of the outcome where the application fails to satisfy the sequential test or is likely to have an adverse impact on one or more of the above factors, paragraph 27 is clear in that the application should be refused.

Promoting Sustainable Transport

4.19 Replacing policies within PPG13, section 4 of the NPPF emphasises the role of transport in facilitating sustainable development, albeit with a recognition that policies will vary depending on urban and rural communities. Encouragement is given to solutions which support reductions in greenhouse gases.

4.20 Developments are encouraged to locate and be designed to:

- Accommodate the efficient delivery of goods and supplies;
- Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
- Incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- Consider the needs of people with disabilities by all modes of transport.

4.21 In accordance with paragraph 32 of the NPPF, a detailed Transport Assessment and Travel Plan showing the good accessibility of the application site accompanies the

application submission. The submitted assessment demonstrates that there are no technical highways matters which would preclude the redevelopment of the application site.

Requiring Good Design

4.22 The Government attaches great importance to the design of the built environment and recognises the positive contribution that good design can make to improving places for people.

4.23 The guidance retains the impetus on avoiding over prescriptive design codes and avoiding imposition of architectural styles. The emphasis in design terms is based on response to local character, safety and accessibility and a sense of place.

4.24 These principles feed into section 8 of the NPPF regarding promoting healthy communities, whereby local authorities are encouraged to protect and enhance open and green spaces for the enjoyment of the community, planning positively for the use of these spaces.

Green Belt

4.25 The fundamental aim of Green Belt policy as previously set out in PPG2, to prevent urban sprawl by keeping land permanently open is re-emphasised in the NPPF – section 9. Once greenbelts have been defined, local planning authorities should plan positively to enhance the beneficial use of the Green Belt, including improving access, providing sport and recreation opportunities and enhancing landscapes and visual amenity

4.26 Inappropriate development is, by definition, harmful to the Green Belt. It is for the applicant to show why permission should be granted. Very special circumstances to justify inappropriate development will not exist unless the harm by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations.

Climate Change and Flood Risk

4.27 Paragraph 93 of the NPPF advises that planning plays a key role in helping shape places to secure radical reductions in greenhouse gas emissions, minimising vulnerability and

providing resilience to the impacts of climate change, and supporting the delivery of renewable and low carbon energy and associated infrastructure.

4.28 This is central to the economic, social and environmental dimensions of sustainable development and local planning authorities should adopt proactive strategies to mitigate and adapt to climate change, taking full account of flood risk, coastal change and water supply and demand considerations.

4.29 In relation to flood risk the NPPF (para. 100) retains the presumption against inappropriate development in areas at risk of flooding through steering of development to lower risk flood areas, and where development is necessary in higher risk areas, making it safe without increasing flood risk elsewhere.

4.30 The application of the sequential and exception test remains a requirement to ensure development is steered to lower risk areas and appropriate alternative sites. Both elements of the test must be passed for the development to go ahead.

4.31 A site-specific flood risk and drainage assessment (FRA) has been prepared in accordance with this requirement. The submitted assessment identified that the application site sits predominantly within an area with a low probability of flooding (Flood Risk Zone 1), with a small portion of the site sitting in an area of high probability of flooding (Flood Risk Zone 3). The application proposes less vulnerable uses (retail uses, offices and restaurants), therefore, subject to appropriate on-site attenuation, there are no material flood risk issues arising from the development.

Conserving and Enhancing the Natural Environment

4.32 In preparing plans to meet development needs, the NPPF states that the aim should be to minimise pollution and other adverse effects on the local and natural environment. Plans should allocate land with the least environmental or amenity value, where consistent with other policies in this Framework. Planning policies and decisions should encourage the effective use of land by re-using land that has been previously developed (brownfield land), provided that it is not of high environmental value. Local planning authorities may continue to consider the case for setting a locally appropriate target for the use of brownfield land.

4.33 To prevent unacceptable risks from pollution and land instability, planning policies and decisions should ensure that new development is appropriate for its location. The effects (including cumulative effects) of pollution on health, the natural environment or general amenity, and the potential sensitivity of the area or proposed development to adverse effects from pollution, should be taken into account. Where a site is affected by contamination or land stability issues, responsibility for securing a safe development rests with the developer and/or landowner.

4.34 The relevant risks in relation to the development are identified within the environmental statement forming part of the application submission, including a detailed Contamination chapter identifying an appropriate remediation strategy for the application site is provided.

Regional Spatial Strategy (RSS) – Yorkshire and Humber Plan

4.35 The Coalition Government intends to abolish Regional Spatial Strategies (RSS) under powers of the Localism Act 2011(s109). Until the Secretary of State issues the relevant order, to revoke whole or parts of the RSS, the RSS for Yorkshire and the Humber (May 2008) remains part of the statutory development plan.

4.36 The following advice has been provided by the Planning Inspectorate on 17 November 2011:

> *"[…] It is the Government's clear intention to lay orders in Parliament revoking the existing RSs and saved structure plan policies as soon as possible, but this is subject to the outcome of the environmental assessments that DCLG is voluntarily undertaking, on which consultation is now taking place, closing on 20 January 2012. Decisions on the revocations will not be made until the Secretary of State and Parliament have had the opportunity to consider the outcome of the environmental assessment process. […] However, pending consideration of the RS environmental assessment reports and any subsequent revocation orders, the position on the Government's policy intention to revoke existing RS outside London remains unchanged."*

4.37 It is therefore the decision maker's responsibility to determine what weight should be applied in the context of the particular project and policies of relevance. Insofar as this

Statement is concerned, the polices contained within this Chapter are, at the time of writing, considered relevant and material to the Project.

4.38 Whilst the main RSS policies are relatively high level, those of relevance to the application proposals include:

- **Policy YH4- Regional cities and sub regional cities and towns**; identifies Barnsley as a sub-regional town and one of the prime foci for the region's housing, employment, shopping, leisure, education, health and cultural activities and facilities.
- **Policy YH7 – Location of development**; draws together the main policy requirements set out in PPS1, PPS4[2] and PPG13 in terms of seeking to prioritise the development of previously-developed sites and particularly those which are highly accessible by non-car modes.
- **Policy E5 – Employment land**; looks to safeguard employment land from redevelopment for alternative uses. Policy E5 sets out an employment land allocation requirement for Barnsley of 200 to 235 hectares through the RSS plan period.

Local Policy

4.39 Barnsley Council is at present preparing a Local Development Framework (LDF) to replace the adopted UDP. This has recently resulted in the adoption of the Core Strategy, replacing the UDP as the strategic development plan for Barnsley.

CORE STRATEGY

4.40 The Core Strategy was adopted in September 2011 and sets out the strategic policy framework for the borough. In addition to the UDP policies listed above, the following Core Strategy policies are relevant in considering the application proposals:

Retail and Economic Policy

4.41 **Policy CSP 8 – Retail development** re-iterates a sequential approach to the location of new retail development.

4.42 **Policy CPS 11 – Economic development** outlines the need for employment sites to be located in sustainable areas. It seeks to protect and enhance existing employment land through the resistance of redevelopment for alternative uses which would lead to a loss of employment opportunities.

4.43 **Policy CSP8** prioritises growth in Urban Barnsley which will be expected to accommodate significantly more housing, economic, shopping, health, leisure, business and public service growth than the rest of the borough.

4.44 **Policy CSP31** sets a hierarchy of centres and ensures new development maintains and enhances the vitality and viability of these centres and their role within the hierarchy.

Environmental Polices

4.45 **CSP 1 Climate Change -** development will be expected to:

- reduce and mitigate the impact of growth on the environment and carbon emissions
- ensure existing and new communities are resilient to climate change
- harness the opportunities that growth, and its associated energy demands, brings to increase the efficient use of resources through sustainable construction techniques and the use of renewable energy

4.46 We will take action to adapt to climate change by:

- giving preference to development of previously developed land in sustainable locations
- locating and designing development to reduce the risk of flooding
- promoting the use of sustainable drainage systems
- promoting investment in Green Infrastructure to promote and encourage biodiversity gain

4.47 **CSP 2 Sustainable Construction -** Development will be expected to demonstrate how it minimises resource and energy consumption, compared to the minimum required under

current Building Regulations legislation, and how it is located and designed to withstand the longer term impacts of climate change. All new dwellings will be expected to achieve at least a level 3 rating under the Code for Sustainable Homes or equivalent. This requirement will rise over the plan period and by 2013 new dwellings should achieve at least level 4, rising to level 6 by 2016.All non-residential development will be expected to achieve at least BREEAM standard of 'very good' or equivalent.

4.48 **CSP 3 Sustainable Drainage Systems (SuDS) -** All development will be expected to use Sustainable drainage systems (SuDS). Only in exceptional circumstances, where it can be demonstrated that all types of SuDS are impractical, will other drainage management systems be permitted. Planning applications must include an assessment to show that SuDS will work and be maintained. Measures should be taken to avoid water contamination and safeguard groundwater supply. Developers will be required to contribute to the maintenance of SuDS.

4.49 **CSP 4 Flood Risk -** The extent and impact of flooding will be reduced by:

- not permitting new development where it would be at an unacceptable risk of flooding or would give rise to flooding elsewhere
- requiring developers with proposals in Flood Zones 2 and 3 to provide evidence of the sequential test and exception test where appropriate
- requiring site-specific Flood Risk Assessments (FRAs) for proposals over 1 hectare in Flood Zone 1 and all proposals in Flood Zones 2 and 3
- requiring proposals over 1000 m2 floor space or 0.4 hectares in Flood Zone 1 to demonstrate how the proposal will make a positive contribution to reducing or managing flood risk
- requiring all development proposals on brownfield sites to reduce surface water run-off by at least 30% and development on greenfield sites to maintain or reduce existing run-off rates
- requiring development proposals to use Sustainable Drainage Systems (SuDS) in accordance with policy CSP 3
- not culverting or building over watercourses and encouraging the removal of existing culverts wherever practicable
- using flood resilient design in areas of high flood risk.

4.50 **CSP 5 Including Renewable Energy in Developments -** All development (either new build or conversion) of 10 or more dwellings or 1000sqm of non residential floorspace will be expected to incorporate decentralised, renewable or low carbon energy sources sufficient to reduce the development's carbon dioxide emissions by at least 15% for applications submitted up to 2015 rising to 20% for applications submitted thereafter. Where it is not appropriate to incorporate such provisions within the development, an off site scheme, or contribution to such may be acceptable.

4.51 **Policy CSP33** seeks to protect, maintain, enhance and create an integrated network of connected multi-functional green infrastructure assets. **Policy CSP35** looks to improve existing green space to meet the standards set in the Green Space Strategy.

4.52 **Policy CSP34** safeguards green belt boundaries.

4.53 **Policy CSP36** ensures development conserves and enhances the biodiversity and geological features of the borough. Whilst **CSP37** retains and enhances the character and distinctiveness of the Landscape Character Area in which it is located.

4.54 **Policy CSP39** requires applications for development on contaminated or unstable land to be accompanied by the appropriate land contamination report. **Policy CSP40** ensures development does not result directly or indirectly in an increase in pollution to a variety of sources.

Design and Access Policies

4.55 **Policy CSP25** is in accordance with PPG13 policy- Transport (2011) and suggests that viable new development must be designed to reduce the need for private vehicles and meet the needs of pedestrians and cyclists. Parking must be in accordance with parking guidelines set out in Supplementary planning document for parking, and not exceed the maximum amount stated.

4.56 **Policy CSP26** requires new development to be designed and built to provide, safe secure and convenient access for all road users. Where this cannot be achieved developers are required to take mitigating action.

4.57 **Policy CSP29** states the importance of high quality design which will use and enhance the features of Barnsley, whilst providing high quality green space. CSP29 is in line with PPS1- Delivering Sustainable Development. In order to ensure a developments success

CSP29 states that it must enable people to gain access safely and conveniently, providing, in particular, for the needs of families, children, disabled people and older people.

BARNSLEY SUSTAINABLE COMMUNITY STRATEGY

4.58 Barnsley's sustainable community Strategy sets the strategic vision for Barnsley. Providing and overarching Strategy which encompasses important national, regional and local strategies it provides an action plan to achieve the vision. The Strategy has been developed by One Barnsley, the Local Strategic Partnership that brings together public, private and community sectors from the area and region.

4.59 The vision is for Barnsley to be a successful, uniquely distinctive 21st century market town at the centre of a borough that offers prosperity and a high quality of life for all.

4.60 To achieve this vision, the strategy identifies 11 ambitions:

- **AMBITION 1** – Our communities are attractive, clean and sustainable places to live
- **AMBITION 2** – Barnsley is one of the safest towns in Yorkshire
- **AMBITION 3** – Barnsley offers varied and exciting cultural opportunities to all
- **AMBITION 4** – Barnsley is recognised for its community spirit and diversity
- **AMBITION 5** – Barnsley people are healthier and live longer - adding life to years and years to life
- **AMBITION 6** – Enabling adults to have healthy and fulfilling lives
- **AMBITION 7** – Barnsley children and young people - aiming high, enjoying life and seizing opportunity
- **AMBITION 8** – 21st century environments for 21st century learning, enterprise, skills and services
- **AMBITION 9** - Building a prosperous and sustainable local economy
- **AMBITION 10** - Barnsley has a high performing integrated transport system
- **AMBITION 11** - Promote Barnsley, at home and abroad, as a great place to live, work and visit

4.61 The Strategy acknowledges that achieving the 21st century market town vision and successful and sustainable economic growth relies heavily upon the health, education and skills of its community.

4.62 The proposed development will clean up and existing brownfield site avoiding the potential for a large portion to be left derelict once the gas storage tank is decommissioned. It will deliver a sustainable new development which promotes safe access to the site and reduces the potential for antisocial behaviour. It delivers economic growth, employment and training opportunities to the local area and increases competition to the benefit of all and provides improved access to the waterfront and wider greenbelt promoting health benefits. As such it will aid in the achievement of most of the ambitions and the wider vision as identified.

BARNSLEY UNITARY DEVELOPMENT PLAN

4.63 Until all of the DPDs are completed and adopted, a number of saved policies from the Barnsley Unitary Development Plan (UDP) (adopted in December 2000) will continue to form part of the policy context for planning decisions, together with current national and regional policies.

Site Specific Policy

4.64 The UDP Proposals Map shows a number of different allocations relating to the application site.

4.65 The majority of the site falls within an 'Other Shopping/Commercial Area', where Policy BA27 identifies Twibell Street / Old Mill Lane area as an existing out of centre retail park. Within this area, policy states that any proposed development or redevelopment of the site will be judged on its individual merits, based on its impact in environmental, highways and town centre viability terms.

4.66 A small portion of the site is identified by Policy BA5 as being located within an Employment Policy Area. In accordance with Policy ED7, Policy BA5 seeks to protect existing employment uses in this area, stating that employment policy areas will remain in employment use. Further to this, it states that other employment generating uses, excluding development for shops and financial and professional services, may also be permitted if they are compatible with adjoining uses.

4.67 Adding further detail to this, *Supplementary Planning Guidance 24 – the re-use of employment sites* (adopted May 2003) states that proposed development on former employment sites must have no significant impact in terms of loss of jobs, and will only permitted if a sufficient supply of alternative employment sites can be demonstrated in the local area.

4.68 A small part of the site, to the north of the River Dearne, falls within an area of Green Belt (Policy BA9). In accordance with policy GS6 there is presumption against development in this area.

4.69 Two small sections of the site, making up the former British Gas works and including the existing gas holder, are shown allocated as a 'Utility Company'. Policy BA36 applies in this area and in accordance with Policy UTL3, looks to protect existing utility services from inappropriate development.

Retail Policy

4.70 The adopted UDP retail policies have largely been superseded by the publication of the NPPF but remain saved following the publication of the Core Strategy (October 2011). The policies seek to prioritise new retail development within defined centres and allocated shopping/commercial areas where there is a recognised need from the community, low levels of personal mobility and low income levels.

4.71 Retail policies relevant to the application proposals are summarised below:

- **Policy S1** sets out a sequential approach for locating new retail development within existing defined centres. *Supplementary planning guidance 27 – The sequential approach and need for retail, leisure and business developments* (adopted May 2003) provides further guidelines for when the sequential approach is necessary, and advice on assessing a sequential appraisal.
- **Policy S2** advocates good design, traffic/pedestrian management and environmental improvements within principle shopping and commercial centres.
- **Policy S3** states that out-of-centre retail development will be considered acceptable, where no suitable alternative site is identified as available within defined centres and where it is in a location accessible by a choice of means of transport.

- **Policy S5** states that proposals for comparison goods floorspace in excess of 930 sqm gross floor area, outside of defined centres, will be subject to planning conditions which will control either the size of the unit or the range and type of goods to be sold.

General Development Polices

4.72 In addition to site-specific and retail policies detailed above, the following general development policy remains relevant to the proposal:

- **Policy BE5** - Improving Existing Areas of Poorer Quality Built Environment states that the Council will seek to enhance the environmental quality of existing housing, commercial and industrial areas.

5. Principle of Development

5.1 The following chapter establishes the principle of the development, in accordance with current National and Local Planning Policy. Key policy considerations relate to

- the proposed use of the site for retail and impact on Barnsley Town Centre;
- the loss of employment land;
- the relocation of the gas holder; and
- impact on the green belt and greenspace.

The Proposed Use of the Site

5.2 In terms of retail development, the proposed development comprises a large scale food store, retail warehouse and small kiosk. The retail warehouse has already been granted planning approval (2006/1616) establishing the principle and is only included as part of this application to allow for its reconfiguration and a reduction in scale to enable the new access off the Quality Bus Corridor to be achieved.

5.3 The foodstore and small retail kiosk are therefore the only new retail development proposed.

5.4 As stated, the majority of the site falls within an 'Other Shopping/Commercial Area', where Policy BA27 identifies the Twibell Street / Old Mill Lane area as an existing out of centre retail park. The principle of the proposed retail development is, therefore, in accordance with this policy designation, subject to its impact in environmental, highways and town centre viability terms. In addition, the site is currently occupied by three retail warehouse units establishing the principle for retail development further.

5.5 A full assessment of the proposed and its impact on the town centre has been carried out, in compliance with NPPF and local plan policies S1, S2, S3 & S5 (UDP) and CSP 8 and CSP31 from the Core Strategy. This assessment concludes that:

- there are no available, suitable or viable sites which are sequentially more preferable than the proposed;

- the proposed will only have a limited impact on the town centre, competing instead with other out of centre stores;
- the proposed will provide convenience retail floorspace to address the need identified in Barnsley's Retail Capacity Study ensuring increased choice and competition.

5.6 Full details of the retail assessment carried out and the conclusions drawn are included in sections 7-9.

5.7 In addition a Design and Access Statement, Transport Assessment and Environmental Statement accompany the application providing a full assessment of the impact of the proposed in its environs and the highway network.

LOSS OF EMPLOYMENT LAND

5.8 A small portion of the site is identified by saved Policy BA5 (UDP) as being located within an Employment Policy Area. In accordance with saved Policy ED7 (UDP), Policy BA5 seeks to protect existing employment uses in this area, stating that employment policy areas will remain in employment use. Further to this, it states that other employment generating uses, excluding development for shops and financial and professional services, may also be permitted if they are compatible with adjoining uses.

5.9 The recently adopted Core Strategy in policies CSP11, CSP12 and the supporting text set out the strategy for allocating employment land moving forward. A target of 350ha of employment land is identified, of which 130-150 will be located in Urban Barnsley in line with CSP8, location of growth. The importance of identifying sustainable, deliverable locations is highlighted as is the role that town centre uses play in providing employment.

5.10 A full assessment of the available employment land and the suitability and deliverability of that part of the site allocated for employment has been carried out in support of this application (refer to Section 10). it concludes:

- there is an excess of alternative sites that exist which offer comparable, if not better, locational qualities.
- The Twibell Street site's layout and existing structures make it unsuitable and commercially unattractive for re-use as B1, B2 or B8 premises, requiring a more comprehensive redevelopment approach to be undertaken instead.

- the proposed development will provide upwards of 300 FTE jobs in an area where employment is low, representing a regenerative benefit for local residents.

RELOCATION OF THE GAS HOLDER

5.11 Two small sections of the site, making up the former British Gas works and including the existing gas holder, are shown allocated as a 'Utility Company'. Policy BA36 applies in this area and in accordance with Policy UTL3, looks to protect existing utility services from inappropriate development.

5.12 National Grid has identified the gas holder on site for removal as part of their wider gas storage rationalisation programme. The holder will be removed and the ground remediated by National Grid prior to the proposed development on site and as such the land allocations will become superfluous.

5.13 The proposal is not therefore in conflict with these policies.

IMPACT ON THE GREEN BELT AND GREEN SPACE

5.14 A small part of the site, to the north of the River Dearne, falls within an area of Green Belt (Policy BA9). In accordance with saved policy GS6 (UDP) there is presumption against development in this area. Core Strategy Policies CSP33, CSP 34 and CSP35 are also relevant. These protect green belt and green spaces across the borough.

5.15 The proposed petrol filling station and the main store access road taken from the QBC are the only parts of the proposed development which impact on this area of green belt. The proposed location of the PFS is on the former British Gas site which is derelict, previously developed land.

5.16 The remaining development lies outside of the green belt with the exception of the access road to the retail warehouse which has already been approved under permission (2006/1616 and extended under 2010/1367). The material weight of the existing permission that should be afforded to this part of the proposal is significant; a duplication of the justification has therefore been excluded from consideration in this statement.

5.17 Two previous applications have been approved in this localised section of the Barnsley Greenbelt. They are 2006 / 1509 for the construction of the QBC and the application referred to above, 2006 / 1616 for the construction of retail warehouse and access.

5.18 The land affected is also allocated as green space, albeit policy BA17 (UDP) has been replaced by CSP35. Policy CSP 35 seeks to improve and restricts development of existing green space. Barnsley's vision for green space is provided in the Green Space Strategy as being to:

> *'provide, manage and maintain a green environment that improves everyone's quality of life by making sure that the importance of green space is at the heart of our main decisions.'*

5.19 Barnsley's aim is to not only protect and improve existing green spaces but create new ones, through the development of greenways which will link together green spaces and encouraging the use of existing green spaces.

5.20 The Green Space Strategy assesses the provision of green space in an area as well as providing guidelines for the maximum distance each local area should be from green space. The strategy outlines local standards and shows aspirations for local parks and open spaces to comply with Green Flag standard. The site is located in Central Ward close to boundaries with the Old Town and Monk Town wards. All these wards are identified as having an under provision of green space with a lack of greenways identified as a specific deficiency.

5.21 Development in the Green Belt should only be granted where very special circumstances exist. In accordance with previous guidance, the NPPF recognises that:

> *"inappropriate development is, by definition, harmful to the Green Belt. Very special circumstances to justify inappropriate development will not exist unless the harm by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations."*

Green Belt

5.22 It is considered that there are clear social, environmental and economic benefits associated with this application that comprises very special circumstances, significant to outweigh any harm. These are:

i) The development will not impact negatively on openness;

ii) Encroachment will be insignificant and not constitute urban sprawl in consideration of the environmental improvements proposed that would improve the overall function of the Green Belt, as well as additional social benefits;

iii) The development will assist in urban regeneration as it will involve the development of previously development land that is contaminated; and

iv) The land that will remain (and other land that could be allocated) as Green Belt, will be restored to a better quality greenspace, with biodiversity and public access enhancements.

5.23 The part of the Barnsley Green Belt that falls within the application site is one of the narrowest points of the Dearne Valley, separating Barnsley Town Centre from the settlements to the north east. The planned function of this Green Belt is therefore obvious, however in practical terms when viewed from the immediate surrounds the actual function is dramatically the opposite. Redundant developed sites within the Green Belt itself, the narrowing of the allocation by the construction of the QBC, as much as the current buildings and gas holder to the south of the river, offer no visual separation or perception of openness. The current function of the green belt in this location is questionable.

5.24 The application proposal intends to redress these current functional failings by introducing a high quality multi-purpose landscape into this section of the Dearne Valley; its intention to ensure the visual separation of the urban area and enhancement the general openness. This is achieved by utilising the area of previously developed land for the PFS and introducing some 0.2ha (0.49acre) (net) of new open space in front of the foodstore, as well as combining this with improvements to some 0.8ha (2acres) of existing space, to create a continuous "riverside park". It is intended that this riverside park could provide an altered but more physically apparent Green Belt allocation in the Council's forthcoming Site Allocations DPD.

5.25 The development of the PFS would be within the green belt, but its location on a previously developed site would ensure that no actual green space is lost. The development would also improve the redundant site's appearance. This alone is not sufficient to constitute a very special circumstance, but in utilising this previously developed land, the improvement of remaining green belt on the north of the river and the introduction of the community park to the south of the river, this would improve the

openness and visual separation and therefore the overall function of the Green Belt. The park will also bring about improvements in the quality of the landscape, the opportunity for biodiversity enhancement and the social and health benefits of encouraging its use as part of the Dearne Valley Country Park (re-enforced by the community kiosk).

5.26 The accompanying DAS describes these benefits in detail, but they can be summarised as:

- Improved accessibility to the greenspace and Dearne Valley Country Park;
- Increased movement across the site linking the residential areas to the east and Barnsley Town Centre;
- Improved opportunities for community organisations to utilise and benefit from the green space; and
- Biodiversity improvements to the north of the river for habitat creation.

5.27 The access road to the proposed development is located within the Green Belt; however the options for access to the site are limited to either the north (through Green Belt) or from the south off Twibell Street (with associated residential amenity concerns).

5.28 The openness of the Green Belt will be maintained as far as possible by constructing the road as low as feasibly practical and ensuring the introduction of mitigating landscape works (accommodating technical and flood risk constraints). The road will have little vertical elevation, and as such, the ability to not significantly impact on the visual separation in the area.

5.29 The key matter in consideration of a very special circumstance however is the economic and social benefits associated with the development the access serves, as well as the environmental improvement to the residents of Twibell Street. The job creation potential of the development as well as the access to, and parking for, the community park will be directly accessed from the new road. Moreover, its design will include a safe and accessible pedestrian link to ensure east-west Dearne Valley Country Park access. By bringing the access to the site away from Twibell Street, significant amenity and environmental gains can be provided for those residents (these are outlined in detail at section 4, part 4 in the DAS)

5.30 In summary, the application proposal will improve the function of the green belt and it bring environmental, social and economic benefits, which when considered in detail, mitigate the harm caused by the inappropriate development in the green belt. They are capable of being considered as very special circumstances and they follow a consistent theme adopted by previous applications which have warranted an acceptable departure from the development plan. The proposed very special circumstances balance the harm of development in the greenbelt, in accordance with PPG2 and local polices CSP 33-35, BA7, and GS6.

Greenspace

5.31 Within the application site, there is creation of net new green space, totalling 0.2ha (0.49 acres), to the south of the river. This new green space, in conjunction with the existing remaining green belt, will be appropriately landscaped to improve amenity and accessibility along the River Dearne, resulting in improved linkages to the wider green belt to the east and west of the site and maximising accessibility along the River Dearne Corridor in accordance with Policy CSP33.

5.32 The environmental and social benefits are discussed in detail above. The overall visual enhancements and connectivity improvements to the River Deane Corridor ensure the proposals comply with policies CSP33 and 35.

6. Barnsley Retail Study

6.1 DCLG have confirmed that the practice guidance that previously accompanied PPS4 remains relevant in relation to the NPPF and therefore bet practice dictates that the required impact assessment should be based, where possible, on retail study evidence base work prepared in support of development plan documents. The Council has a relatively up-to-date evidence base comprising a Town Centre Retail Capacity Study (March 2011 – based on 2007 survey) and a Foodstore Retail Impact Analysis (RIA) Study (May 2011); both assessments have been prepared by England & Lyle (E&L).

6.2 The Foodstore RIA Study assesses the potential trading impacts of a major foodstore development on four sites in the town including the Peel Centre. The conclusions of the study provide a baseline framework against which the application proposals will be assessed.

6.3 A summary of the main findings of the Foodstore RIA Study relevant to the application proposals is therefore set out below in advance of more detailed impact analysis presented later in the report in relation to centre vitality and centre trade in particular.

1) ASSESSMENT PARAMETERS

A) POTENTIAL SITES

6.4 The Peel Centre (application site) is one of four potential foodstore sites assessed across the Barnsley urban area, as follows;

a) **Peel Centre (out-of-centre)** – 5,574 m^2 indicative net sales.

b) **Gala Bingo / YEB site (edge-of-centre)** – 4,645 m^2 indicative net sales.

c) **New Street (edge-of-centre)** – 4,645 m^2 indicative net sales area.

d) **B&Q Stairfoot (out-of-centre)** – 6,503 m^2 indicative net sales area.

6.5 The application site (Peel Centre) is considered to be out-of-centre and the least sequentially preferable in comparison to two sites (Gala Bingo / YEB and New Street sites).

B) NEW STORE - FLOORSPACE MIX / TURNOVER

6.6 The net sales area of each respective store scenario is based on a 60% convenience / 40% comparison floorspace split scenario; the Peel Centre store would therefore have a 3,344 m^2 net convenience sales area and a 2,230 m^2 net comparison sales area.

6.7 The study identifies that a new foodstore in Barnsley would a convenience turnover of £10,000 / m^2 and a comparison turnover of £5,000 / m^2; the Peel Centre therefore is assumed to achieve a convenience turnover of £33.4m and a comparison turnover of £11.2m.

C) STORE TRADING PERFORMANCE

6.8 On the basis of main (bulk) food and top-up (daily) food shopping patterns, the study identifies the following trading performance:

- **Morrison's (edge-of-centre)**; achieves a convenience turnover of £70.2m against a company benchmark of c. £39m (overtrading by £31.2m or 193%).
- **Asda (out-of-centre)**; achieves a convenience turnover of £81.4m against a company benchmark of c. £43m (overtrading by £31.2m or 205%).
- **Tesco (out-of-centre)**; achieves a convenience turnover of £46.1m against a benchmark of £50.6m (trading at 91% of its company average).

6.9 Given the Morrison's and Asda overtrading levels, the study identifies a quantitative and qualitative need (improve choice and competition) for new foodstore provision in Barnsley; the main support is set out below.

2) QUANTITATIVE NEED FOR NEW PROVISION

6.10 Having established the trading performance of existing foodstores in Barnsley and also the potential turnover claims of new provision, the study identifies the following quantitative need (support):

- **Market Share**; notwithstanding existing commitments (i.e. Barnsley Markets) any new foodstore development will have the potential to increase market share beyond the existing 76% retention level for convenience goods. The study potentially identifies market share retention of around 86% as being realistic and achievable.

- **Clawback**; 25% of the turnover of a new foodstore would be drawn from clawback of expenditure presently leaking from the defined Barnsley catchment (Zones 1 – 5).
- **Inflow**; that 5% of turnover of a new foodstore would be drawn from inflow of trade beyond the Barnsley catchment.
- **District / Local Centres Trade Diversion**; any trade diversion from district and local centres to a new foodstore would be negligible and is discounted.

6.11 The study goes on to conclude that having regard to capacity and impact there is only scope for one foodstore in the Barnsley catchment of up to approximately 5,000 m^2 net floorspace.

3) TRADE DIVERSION

6.12 Having identified the potential sources of quantitative need for new foodstore provision, the study goes on to assess the likely trade draw of new foodstores under each of the site scenarios.

A) CONVENIENCE

6.13 In terms of the Peel Centre, the study identifies the following **convenience** goods trade draw (based on 3,344 m^2 net convenience sales store)[3]:

Store	Trade Draw (%)	Trade Draw (£)	Trade Impact (%)	Residual Turnover
Morrison's (edge-of-centre)	20%	£6.7m	9.5%	£63.5m
Town Centre Shops	5%	£1.7m	5.4%	£29.2m
Asda (out-of-centre)	30%	£10m	12.3%	£71.3m
Tesco (out-of-centre)	15%	£5m	11.7%	£37.9m
Clawback	25%	£8.4m	-	-
Inflow	5%	£1.7m	-	-
TOTAL	**100%**	**£33.4m**	**-**	**-**

6.14 As the table highlights, the study concludes that the main trading impacts of a new mainstream foodstore on the Peel Centre site would principally fall upon the existing large foodstores (reflecting the like-affects-like principle established in PPS4) in Barnsley.

6.15 The study identifies that the high levels of trade diversion and associated impacts arising from a new mainstream foodstore on the Peel Centre site would be acceptable in planning policy terms given that the existing Tesco and Asda stores are located in out-of-centre sequential locations and are therefore afforded no formal policy protection.

6.16 The study in any event acknowledges that the Asda store (as well as the edge-of-centre Morrison's) would continue to overtrade even after a new mainstream foodstore has opened on the Peel Centre site relative to published company benchmarks.

B) COMPARISON (NON-FOOD)

6.17 With respect to comparison goods, the study identifies the following trade diversion / impacts arising from the non-food element (2,230 m^2 net) of a new foodstore on the Peel Centre site:

Store	Trade Draw (%)	Trade Draw (£)	Trade Impact (%)	Residual Turnover
Barnsley Town Centre	60%	£6.7m	1.9%	c. £353m
Town Centre Markets Scheme	5%	£0.6m	1%	c. £56.8m
Wombwell Lane Retail Park	5%	£0.6m	2%	c. £27.8m
Clawback	25%	£2.8m	-	-
Inflow	5%	£0.6m	-	-
TOTAL	**100%**	**£11.2m**	**-**	**-**

6.18 As with convenience trading impacts, the study concludes that the impact arising from the proposed non-food element of a large foodstore on the Peel Centre site would not be significant adverse.

[3] Data obtained from table 7a of the Foodstore Impact Assessment Appendices; impact assumed to be 2016 (2008) prices

C) COMBINED IMPACT (CONVENIENCE & COMPARISON)

6.19 Drawing together the goods-based impact analysis, the study identifies the following combined (cumulative) impact:

Store	Total Trade Diversion	Trade Impact (%)
Barnsley Town Centre	£8.4m	2.1%
Town Centre Markets Scheme	£0.6m	0.9%
Morrison's (edge-of-centre)	£6.7m	9.5%
Asda (out-of-centre)	£10m	12.3%
Tesco (out-of-centre)	£5.6m	7.9%
TOTAL	**100%**	**-**

4) GVA OVERVIEW

6.20 Upon detailed review of the study, GVA considers that there are several methodology assumptions which potentially understate the overriding (and urgent) requirement for a new large mainstream foodstore in the Barnsley catchment, as follows:

- **Foodstore Trading Performance**; E&L use the overall net floorspace rather than the net convenience floorspace figure in calculating the trading performance of existing stores (Morrison's, Asda and Tesco). The trading performance of the respective stores is therefore under-estimated and overtrading is more acute than identified in the study. Alternative floorspace figures are adopted by GVA in its impact assessment.
- **Town Centre Convenience Impact**; the study identifies that a new foodstore will draw 5% (£1.7m) of its turnover from town centre shops. However, the town centre convenience offer is extremely limited and predominantly orientated towards top-up shopping. Therefore, it is highly unlikely, drawing upon the 'like-affects-like' principle established in PPS4 that a new foodstore would draw trade from the town centre but rather compete with comparable mainstream stores. It is GVA's view that the convenience trade draw on the town centre is overstated in this instance.

- **Morrison's**; the quantitative tables underpinning the study include Morrison's market share / turnover as part of the functional town centre. The store is however identified in an edge-of-centre location and a recent appeal decision in Stoke-on-Trent[4] specifically identified that impact assessments should be based on the defined centre.

- **Comparison Impacts**; the study identifies that the principal impacts arising from a new foodstore will be on the Town Centre and Wombwell Retail Park. However, the E&L trade draw assessment overlooks the following likely impacts:

  - **Peel Centre Retail Park**; the proposed new store will not be located on the main retail park but in close proximity. There will no loss of existing non-food retail floorspace from the retail park and therefore a new full range foodstore with a wide comparison goods offer is highly likely to materially compete with existing provision at the retail park.

  - **Main Foodstores**; the range of comparison goods within a foodstore is geared towards impulse purchases carried out during main food shopping trips. As such, comparison trading is very much an adjunct of the main function of a foodstore as convenience shopping facility[5]. Therefore, the comparison trading impact of a new foodstore will be closely linked to the food trading impact. However, the study does not identify any comparison trading impacts on Asda and Morrison's and only ascribes a limited diversion from Tesco. The wider trade impacts (i.e. town centre) are therefore over-estimated in our view.

- **Fallback Position**; the study assumes that any new comparison floorspace arising from a new foodstore scheme will be new; the application site does however accommodate trading retail provision (i.e. Comet) and therefore the impact arising would be reduced if the existing trading comparison retail floorspace is accounted for in the impact assessment.

[4] Appeal Reference APP/M3455/V/10/2122016 (August 2010); Paragraph 264 of the Inspector's conclusions details that any PPS4 assessment should be based on a defined centre and not the 'functional' centre (i.e. including edge-of-centre provision).

[5] This concept has been well established by case law such as Asda Keighley (APP/W4705/A/05/1172346) and Sainsbury's Kidlington (APP/C3105/V/04/1157504).

6.21 On the basis of the above, whilst the retail assessment of impact and sequential testing undertaken later in the report seeks to accord with best practice by using the Council's retail study evidence base, it will diverge from the existing study due to differences in methodological approach.

7. SEQUENTIAL ASSESSMENT

7.1 As the application site is not located within an existing centre nor allocated for this type of retail development in the adopted UDP, paragraph 24 of the NPPF requires applicants to demonstrate that there are no more centrally located site opportunities which are available to accommodate the proposed development.

7.2 As part of the site-specific assessment exercise, preference is to be given to accessible sites and applicants and the LPA should demonstrate flexibility in terms of scale and format. This is considered in detail below prior to site-specific analysis.

7.3 The scope of the sequential assessment has been established through pre-application consultation with the Borough Council prior to the publication of the NPPF. It is is considered that the principles of the sequential test remain broadly unchanged and as such the agreed parameters for the test have been applied.

7.4 A detailed review of Town Centre Development Sites identified under Policy TC58 of the UDP (December 2000) confirms that there are no in-centre sites available within the Town Centre Primary Shopping Area (PSA) defined in the saved adopted UDP.

7.5 The lack of available, suitable and viable sites in Barnsley town centre to accommodate a new foodstore development is reflected by the fact that the Council's own retail evidence base (Foodstore RIA Study (May 2011)) specifically identifies the former Yorkshire Electricity and New Street sites as potential edge-of-centre opportunities. A detailed assessment of both sites is therefore provided below.

7.6 A second alternative out-of-centre foodstore site (Stairfoot) assessed as part of the Council's Foodstore RIA Study has been discounted on the basis that it is sequentially equal to the application site but less preferable in locational terms given that its further removed from the town centre and has less likelihood of forming links with it.

1) Yorkshire Electricity Site

PLANNING POLICY POSITION

7.7 The site extends to 1.4hectares and is bound by Harborough Hill Road to the east, Interchange Way to the west, Kendray Street to the south and residential dwellings to the north (beyond which is Mottram Street). The site is presently vacant.

7.8 The site was originally allocated for retail and business use under adopted UDP Policy TC58/20. A draft Town Centre Area Action Plan (AAP) identifies the site as a prominent development opportunity which would act as an important 'gateway' to the town centre. High quality office development is identified as the preferred use.

SITE LOCATION / ACCESSIBILITY

7.9 The site is located some 200m from the nearest point of the primary shopping area and is severed by the railway line and surrounding road infrastructure associated with the adjacent public transport interchange. There are no prospects of the site being physically integrated with the town centre primary shopping area (PSA).

7.10 The lack of physical integration between the site and the Primary Shopping Area was acknowledged by the Barnsley Retail and Leisure Study (2003) which identified the site as being 'too remote' from the town centre to be suitable for retail use.

7.11 The present linkages between the site and the town centre primary shopping area are relatively limited. The pedestrian route is indirect; visitors to the site on foot would need to either walk northwards along Interchange Way to the junction of Eldon Street North in order to walk southwards towards the town centre due to the adjacent railway line.

7.12 Alternative pedestrian access to the town centre from the site would involve one of three scenarios:

- Walk the length of Interchange Way prior to turning on to Kendray Street; this walk is 300 metres (measured from the exact nearest point of the town centre PSA to the exact corner of the site).
- Walk partially along Interchange Way prior to walking through the railway station and over the pedestrian footbridge to the bus station interchange; this route would involve climbing two sets of stairs and would be an unattractive to those with shopping bags. This walk is 240 metres.

- Walk along Harborough Hill Road and then on to Kendray Street. This walk is 500 metres and Harborough Hill Road slopes northwards thereby meaning that shoppers would potentially have to walk up hill towards the town centre.

7.13 Given that pedestrian access from the residential areas to the east would also be limited due to the few pedestrian (signalised) crossing opportunities on Harborough Hill Road (arterial dual carriageway), it is our view that the site would not form appropriate attractive linkages with the town centre primary shopping area. PPS4 practice guidance (para. 6.6) acknowledges that physical barriers and attractiveness of linkages are principal determinants in assessing whether a site would function as a true edge-of-centre location.

AVAILABILITY

7.14 The site is vacant (cleared) and is has been marketed for sale as a retail opportunity by King Sturge; it is therefore concluded that it is available albeit that the present owners do not appear willing to bring forward the site for development given the extensive marketing campaign undertaken to sell the site.

SUITABILITY

7.15 The site obtained outline planning permission for non-food (bulky goods) retail development (Ref B/05/1339/BA) followed by Reserved Matters in 2008 (2008/1564). The permission has not yet been implemented and an application to renew the permission was submitted in 2010 (2010/1431).

7.16 Upon review of the planning history of the site, it is apparent that there has been significant difficulty in securing an appropriate vehicular access arrangement to the site (i.e. access to the site from Harborough Hill Road is prejudicial to highway safety given the character and incline of the road; moreover it is impractical in both directions). These issues were not possible to resolve and therefore the main access for the site is from Schwabisch Gmund Way, and have impacted significantly on the market attractiveness of the site.

7.17 Notwithstanding the existing planning permission on site, a detailed site-specific assessment has been undertaken to understand if the site can accommodate a Class A1 foodstore development. The key constraints for development are:

- Any vehicular access to the site would ideally be needed to be obtained from Harborough Hill Road which is a dual carriageway with no scope for a right turn from the north unless there is significant traffic engineering intervention (new signalised junction etc.). A foodstore would therefore generate significant capacity and highway safety issues in and around the site (Kendry Way and Schwabisch Gmund Way).
- Traffic impacts on the surrounding network have impacts on air quality as a result of backed up traffic at surrounding key road junctions.
- The trip generation rates associated with a foodstore use would in general be significantly greater at peak times than a bulky goods use.
- The pedestrian linkages between the site and the town centre primary shopping area are unattractive and relatively convoluted with physical barriers in between. It is possible that the majority of main food (bulk) shopping trips would be undertaken by private car.
- A foodstore could not be physically accommodated on site without providing an undercroft car parking area along with an access ramp / travelator. The site topography slopes down to the south, but is higher than the properties on Mottram Street. Any new large store would generate significant amenity issues (noise, overbearing and light) for residents in the dwellings backing on to the site from Mottram Street, a separation distance of at least 24m would need to be maintained to be consistent with the existing permission, but could need to be potentially greater as noise arising from servicing activities is likely to be of greater impact.
- Access to the site would require a ramp or vertical circulation core, both of which reduce the overall developable area further and increase development costs. Remodelling of the site levels also adds development cost which needs to be balanced against the site of store (and therefore financial return) to be considered viable to develop.
- The proximity of the proposed and increased traffic movements is likely to impact negatively on buses accessing the interchange.
- A proposed foodstore use would generate more frequent service vehicle movements (daily deliveries) than a bulky goods use. Servicing would need to be taken from the south due to the predominantly residential nature of Eldon Street

North and this would generate increased HGV movements in and around the Kendray Road / Interchange Way junctions in close proximity to town centre railway and bus stations.

7.18 On the basis of a detailed site-specific appraisal, it is our view that the site is not suitable to accommodate a proposed foodstore given traffic concerns. Furthermore, the competing internal servicing, parking ratios and circulation space, coupled with the need to consider adjacent residential amenity concerns, result in the size of store decreasing to the point of viability being in question.

VIABILITY

7.19 The requirement for a store potentially on stilts, ramped servicing access, a vertical circulation core and extensive off-site highways works (junction capacity) would significantly increase development costs and therefore raise material viability concerns. As the size of store available on site decreases, the viability of the scheme becomes questionable.

SUMMARY CONCLUSIONS

7.20 On the basis of the above, it is our view that the site is not suitable in physical terms (highways, linkages, impact on surrounding residential amenity) to accommodate a proposed foodstore development. Whilst the site is potentially available for development, it is for sale (and has been for a considerable period of time) and is not currently being actively promoted for a foodstore (or any other) development. The viability of a foodstore scheme may also be marginal given the existing site constraints, significant build-out costs and extensive off-site highway junction improvement works.

7.21 As the detailed site-specific assessment exercise shows, even in the event that foodstore could be satisfactorily accommodated then it is likely to be highly constrained in terms of configuration and potentially scale. A smaller store would simply not be able to address the overriding need identified by the Council Retail Study for a full range mainstream foodstore to compete on a like-for-like basis with the existing large Morrison's and Asda stores in order to alleviate existing overtrading.

2) Land at New Street

7.22 The site is located to the south of the primary shopping area, which is identified in the England and Lyle Retail Report. The northern edge of the site is approximately 40metres to the edge of the Primary Shopping Area and the site is physically separated from the town centre by the Barnsley Ring Road.

7.23 The site is made up of a number of parcels of land, with the majority allocated for business and also A2/A3/B1(a) retail uses by Policy TC58/22 and Policy TC58/23 respectively of the UDP; the site is not allocated for Class A1 retail in the adopted UDP. This policy position reflects the fact that it was not considered by the Barnsley Retail and Leisure Study (2003) for potential Class A1 retail use.

7.24 Despite this, a planning application has recently been submitted for the erection of a large foodstore and associated infrastructure on the site. The application forms confirm that there are multiple ownerships relating to the site and that parts of the site continue to be in active use.

7.25 Due to these ownership constraints and the land assembly requirements (including relocation of existing uses), the site is not considered to be genuinely available for development within a reasonable time period.

7.26 The proposed development scheme will take primary access from Upper New Street, adjacent to the existing Morrison's entrance and this raises significant highways concerns relating to the development of the site.

7.27 Upper New Street currently serves residential areas to the south and east as well as the Morrison's store and it is not considered that the existing roundabout and associated access spurs could cumulatively accommodate two foodstores (particularly at peak times). Stopping Up Orders to existing roads including Joseph Street, Thomas Street, John Street and Burleigh Street would also be required and would significantly hinder the deliverability of the site in the short term.

7.28 The provision of a foodstore on this site has the potential to cause and impact on traffic utilising the surrounding highway network. West Way forms a section of the A628/A635/A61 ring road which links five regional A roads as well as numerous local roads. West Way is heavily trafficked and regularly experiences delays and capacity

problems during the peak hours, despite the road being dual carriageway in the vicinity of the site. An additional foodstore at this location would generate traffic movements during the same peak periods concentrating traffic movements on the same parts of the highway network. It is therefore likely that the West Way/Upper New Street junction, which currently acts as the primary Morrisons access, may become over capacity with the addition of traffic associated with a neighbouring foodstore and without the provision of junction improvements. Consideration may therefore be given to the use of this site for a differing land use, one that generates peak periods of traffic movements outside of the peak traffic generation of a foodstore.

7.29 If the above mentioned West Way/Upper New Street junction was not used as the site access, the store would require its own, new access, however it is unlikely that this can be achieved due to proximity of other adjacent junctions. Traffic congestion may extend internally to the site with the potential of queues forming on Upper New Street from its roundabout with Thomas Street. The concentration of additional foodstore traffic may have an impact on the capacity of the Alhambra roundabout.

7.30 The combined impact of locating two heavy generators of traffic adjacent to each other and the proximity of the town centre, has the potential to result in significant localised congestion on the highway network immediately adjacent to the site. This may have wider implication on other sections of the ring road and arterial routes.

7.31 On the basis of the above, the site is considered to not be available or suitable for a proposed foodstore development. The Council Retail Study identifies a relatively short term need for a new foodstore to alleviate the existing overtrading position and deliver choice and competition for local residents. The New Street site is clearly not available within the short term to assembly a viable and physically suitable site.

Conclusions

7.32 On the basis of the above, it is appropriate to conclude as follows in relation to the sequential test and PPS4 practice guidance:

- There are no in-centre site opportunities available in Barnsley town centre to accommodate the proposed development.

- The Yorkshire Electricity site is not suitable for a foodstore development due to access constraints, which would result in capacity issues with the surrounding highways network, particularly at times of peak flow.
- The New Street site is in multiple ownerships. Land acquisition and relocation timescales mean that it would not meet the immediate (and urgent) need to alleviate overtrading in existing large foodstores and enhance competition and choice. The site is therefore not considered to be available despite the current application.

7.33 The results of the sequential assessment therefore clearly demonstrate that there are no other suitable sites to accommodate the proposed development. The proposal therefore meets the NPPF sequential test .

8. IMPACT ASSESSMENT

8.1 Paragraph 26 of the NPPF directs local planning authorities (LPAs) to apply an impact assessment for retail, office or leisure developments of over 2,500sqm where proposals are for main town centre uses that are not in an existing centre or in accordance with an up-to-date development.

8.2 Where an application fails to satisfy the sequential test or is likely to have an adverse impact against the tests set out below proposals should be refused.

8.3 The previous PPS4 tests as set out in policies EC10 and EC16 have been consolidated to form two key criteria for the assessment of impact, which are as follows:

- the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made.

Impact on Investment

8.4 Criteria 1 of the impact assessment requires consideration of the impact of the application proposal in terms of investment. Key considerations include the level and significance of predicted direct and indirect impacts.

BARNSLEY MARKETS SCHEME

8.5 The major planned investment in Barnsley town centre is the Markets Scheme which has emerged following an initial masterplan / strategic regeneration framework was developed in May 2003.

8.6 Full planning permission (LPA ref. 2011/0714) was granted in September 2011 to the 1249 Regeneration Partnership (as the Council's preferred developer) for the mixed-use redevelopment of the Barnsley Markets site in the town centre. The grant of planning

permission followed various scheme iterations formalised through several planning permissions (outline planning permission granted in 2006, reserved matters in 2007 and time extension in 2010).

8.7 The permitted scheme proposes the demolition of existing buildings on a 4.6 hectare site in the town centre and the development of:

- Class A1 retail (c. 35,900 m^2 including Class A4 Food & Drink uses);
- Replacement Town Centre Market; and
- Class D2 Multi-Screen Cinema (c. 4,100 m^2 on upper floor level).

8.8 In terms of the proposed retail element, the approved scheme includes:

- A large department store (to be occupied by Debenhams);
- High street style comparison retail units arranged around a new shopping circuit running from the Market Square to Cheapside, as follows:
  - Block A which is to be located to the south of the new Midland Street comprises 9 retail units (CL1-9).
  - Block B to the east of Midland Street comprises a total of 6 retail units (CL10-13a and MSU3).
  - Block C fronts on to the Midland Street, Market Parade and Cheapside and comprises a total of 18 retail units (CL14 – 27 and MSU1, 2 and 4).

8.9 The LPA Planning Committee Report (September 2011) details that the Markets Scheme is primarily intended to enable Barnsley to improve its retail offer in both quantitative and particularly qualitative terms in order to enhance its role as a sub-regional centre in the retail hierarchy. The scheme will deliver a range of modern retail and leisure units to attract national (high street) fashion multiples who are currently not represented in the town.

8.10 In terms of forward timescales and delivery, a recent Council Cabinet Report (dated June 2011), identifies that:

- Construction of the scheme is scheduled to commence in Autumn 2012 with final completion in Autumn 2015.

- Necessary land acquisition and CPO are being progressed by the Council and relevant parties.
- A revised Development Agreement with the preferred development has been finalised.
- Key scheme pre-lets (including Debenhams as department store anchor) have been agreed by the preferred developer.

8.11 On this basis, it is clear that the scheme is progressing. The assessment of the proposed foodstore scheme on the application site against the PPS4 practice guidance 'checklist' (para. 7.21) is therefore set out below.

8.12 The PPS4 practice guidance identifies a number of considerations to assess the impact of new development on planned investment in centres, as follows:

- **Contractual Stage;** it is apparent that the Markets Scheme is contractually committed with a revised Development Agreement recently completed. Appropriate pre-lets (principally Debenhams) have been agreed and publicised. Necessary land assembly is progressing and a detailed three year construction programme is in place.

  There is no clear evidence that the scheme will not progress in accordance with current agreed timescales.

- **Need**; the Council's Foodstore RIA Study concludes that a new foodstore in the Barnsley catchment will not have a significant impact on the trading viability and delivery of the Markets Scheme in Barnsley town centre. The trading impact of a new foodstore is identified to be minimal (c. 1%) by the Council's own retained retail consultants.
- **Market Opportunity**; the foodstore proposal will cater for a materially different market than the Markets Scheme which is acknowledged to be specifically orientated towards enhancing the sub-regional function of Barnsley town centre as a comparison retail shopping destination.

8.13 Specifically in terms of market opportunity of both proposals, it is clear that a proposed new foodstore will have a materially different offer from the Markets Scheme which is orientated towards attracting national high street fashion multiples which appeal to a

wider sub-regional catchment. The convenience element of the proposed foodstore will therefore have a minimal impact on the town centre scheme.

8.14 The comparison retail element of the proposed foodstore (notwithstanding the existing / permitted non-food retail offer on the application site) will not compete with the Markets Scheme on the following basis:

- Whilst the proposed foodstore would offer a selection of comparison goods covering a range of items, the breadth and depth of choice in each retail sub-category (i.e. clothing, electrical) would be extremely limited. It is materially different in qualitative terms to the national high street fashion multiples that the Markets Scheme would accommodate.
- The non-food offer within foodstores is predominantly own brand, orientated towards value and geared towards impulse purchases carried out during main food shopping trips.

8.15 On this basis, the comparison trading of the proposed new foodstore would be very much an adjunct of its main shopping function as a convenience shopping facility. This concept has been well established by case law including Asda Keighley and Sainsbury's Kidlington[6].

8.16 The principal impact of the proposed foodstore will therefore predominantly fall on existing foodstores (i.e. out-of-centre Asda store) rather than the town centre Markets Scheme (which in any event would trade alongside existing mainstream foodstores with large non-food ranges).

8.17 Therefore, given that the Council's own Foodstore RIA Study identified that the impact of a new foodstore on the Markets Scheme would be minimal, it is therefore concluded that the application will not generate any significant adverse impact in relation to the previous PPS4 policy test EC16.1a, which is now reflected in the NPPF.

[6] Appeal References: APP/W4705/A/05/1172346 and APP/C3105/V/04/1157504 respectively

IMPACTS ON VITALITY AND VIABILITY

8.18 The second part of the NPPF impact assessment requires consideration of the impact of development on the vitality and viability of the existing town centre, This includes examining the desirability of maintaining and enhancing the turnover of existing facilities compared with the benefits of improved consumer choice, competition and access to new facilities.

8.19 The PPS4 practice guidance acknowledging that there are no meaningful benchmarks of what constitutes an acceptable level of trade diversion and that any negative effects needs to be balanced against the positives in reaching an overall planning judgement.

8.20 The following section sets out the capacity modelling position and the potential impacts of the scheme prior to concluding in relation to the second part of the impact test within the NPPF. Whilst the PPS4 practice guidance is not formally referenced within the NPPF, the DCLG has advised that it remains a material consideration at the present time and as such the capacity and impact modelling exercise, and the data inputs which underpin the assessment (as set out in Appendix X) reflects the advice within this guide. A brief summary of the main points are set out below.

8.21 No impact assessment of the retail warehouse element of the proposal is provided given that it is an extant planning permission (refer to Chapter 2).

LPA Retail Evidence Base

8.22 The latest expenditure and population data from *Experian* (Retail Briefing Note 9, September 2011) have been applied to the results of the Foodstore RIA Study (May 2011) in order to provide a robust up-to-date evidence base against which to assess the impact of the proposed foodstore.

8.23 In accordance with the Foodstore RIA Study, the following assumptions have been applied to the submitted retail impact assessment:

- **Catchment**; the Council's Foodstore RIA Study identifies that a new foodstore on the Peel Centre site would principally serve catchment zones 1 (Barnsley Central) and 4 (Royston / Barnsley North).

- **Clawback**; the Foodstore RIA Study identifies that 25% of a proposed foodstore turnover (under any of the four site scenarios) would be drawn from clawback of leakage.
- **Inflow**; the Foodstore RIA Study identifies that 5% of a proposed foodstore turnover (under any of the four site scenarios) would comprise inflow from beyond the identified Barnsley catchment.
- **Existing Commitments**; the Council has identified four relevant convenience retail commitments (Tesco Penistone, Lidl Barnsley, Tesco Hoyland and Aldi Barugh Green) which should be cumulatively assessed. The submitted RIA (Table 8 – Table 17A) therefore identifies the turnover of the commitments, likely trade diversion and trading impacts (individually and cumulatively).
- **Proposed Foodstore Turnover – Existing Provision**; the turnover of existing stores has been updated in accordance with the latest company sales data available from Verdict.
- **Proposed Foodstore - Floorspace Split**; the net sales area of the proposed foodstore is 8,262 m^2 and would be split 60:40 on a convenience (4,957 m^2) and comparison (3,305 m^2) basis.
- **Proposed Foodstore Turnover – Convenience**; whilst the Foodstore RIA Study adopts a convenience sales density of £10,000/m^2 to assess trade impact, a sales density of £12,684/m^2 has been adopted to quantify the turnover of the proposed foodstore; this sales density (Verdict based) is an average of Sainsbury's and Tesco company benchmarks given that Asda and Morrison's are already represented in the immediate locality.
- **Proposed Foodstore Turnover – Comparison**; a sales density figure of £6,200/m^2 has been adopted to quantify the non-food floorspace turnover; this in excess of the £5,000/m^2 figure adopted in the Foodstore RIA Study.
- **Design Date**; in accordance with the NPPF regarding assessment based on a five year timeframe, a 2016 design date has been adopted.

8.24 There are however areas of divergence with the Council Foodstore RIA Study as GVA consider that there are several methodological assumptions which overstate the impact of a proposed new foodstore. A detailed overview of the points of divergence is

provided in Chapter 6 (GVA overview section). Where there is divergence, this is explained in the relevant sections below.

Trade Draw / Impact

8.25 PPS4 practice guidance details that assumptions on trade draw and diversion rely on judgement, having regard to the intended role of the proposal, the catchment it is likely to serve and distance in terms of shoppers generally using the nearest centre or store which meets their needs in terms of quality and convenience. The policy guidance specifically states that in reaching an overall judgement on impact, there must be clear evidence[7] of significant adverse impacts.

CONVENIENCE IMPACT (SCHEME-SPECIFIC)

8.26 In accordance with the Foodstore RIA Study, the primary trade diversion impacts of the proposed foodstore will fall on existing large foodstores (Asda, Morrison's and Tesco) in the Barnsley catchment.

8.27 It is important to note at the outset that none of these foodstores are located within a centre (Asda and Tesco out-of-centre, Morrison's edge-of-centre but physically separated). The non-central locations of the foodstores in sequential terms is critical given that the PPS4 practice guidance advocates assessment of impacts on centres[8] (town centre vitality / viability and in-centre trade). A recent appeal decision in Stoke-on-Trent clearly holds this principal, confirming that any impact assessment should be based on the defined town centre (PSA) defined for the purposes of a development plan rathern than a 'functional' centre which includes edge-of-centre provision[9].

8.28 In terms of identified impacts (refer to Table 18C, appendix 1), our assessment identifies that the main trade draw will be from the existing out-of-centre Asda (50% / £22.4m trade draw); the edge-of-centre Morrison's 30% / £13.4m trade draw); and the out-of-centre Tesco (15% / £6.7m trade draw).

[7] GVA Emphasis
[8] GVA Emphasis
[9] Appeal Ref. APP/M3455/V/10/2122016 (Para. 264 of the Inspector's Conclusions) states that the requirement to assess is on the basis of a defined centre and not the 'functional' centre (i.e. including edge-of-centre provision when assessing impacts).

8.29 Whilst the levels of trade diversion are above those identified in the Council's Foodstore RIA Study, it is our view that the levels are justifiable and would not be significant adverse in relation to the impact on trade taking account of consumer expendture given that:

- The trade draws reflect the previously established PPS4 *'like-affects-like'* principal in that mainstream foodstores will materially compete against each other.
- The trade draw reflects local geography; the greatest trading impact is likely to be on the existing out-of-centre Asda shoppers due to its location opposite the application site. Existing Asda shoppers are more likely to divert to a new store given ease of access and proximity (material determinants of choice of shopping destination).
- The existing Asda store is out-of-centre and is identified by the Council Foodstore RIA Study to be significantly overtrading relative to expected company benchmark (£37.1m). Even allowing for the trade diversion, the store would still be overtrading by c. £16.4m (convenience sales).
- The existing Morrison's store is edge-of-centre and is also identified by the Council Foodstore RIA Study to be significantly overtrading (c. £35.3m) against expected company benchmark). Even allowing for the trade diversion, the store would still be overtrading by c. £23.3m (convenience).
- The Tesco store is out-of-centre and already under performs relative to benchmark; this reflects its relatively inaccessible out-of-centre location rather than any specific deficiency in its offer.
- All three existing stores are not protected in PPS4 policy terms by virtue of non-central locations.

8.30 Whilst the trade impact on the three stores significantly increases when other committed developments are taken in account on a cumulative basis (refer to Table 19B, appendix 1), it is our overriding view that all three mainstream foodstores in the Barnsley catchment would continue to viably trade alongside the proposed new foodstore. The cumulative impact assessment identifies that the Asda and Morrison's would continue to overtrade (£9.5 and £13.6m respectively) in any event even with the commitments factored in.

8.31 Overall, the significant qualitative based benefits arising from the introduction of a new foodstore to the catchment in terms of choice, competition and alleviating overtrading should be given significant positive weight in reaching definitive conclusions on impact.

8.32 In terms of impact on the existing town centre (i.e. in-centre provision), our assessment identifies a small quantum of expenditure (c. 0.5% / £0.2m of the proposed foodstore turnover) being drawn from the town centre (M&S Foodhall, Iceland and Local Shops). A further 3.5% (c. £1.6m) of the store turnover will also be drawn from other provision in the Barnsley catchment.

8.33 As set out in the overview (analysis) section at the end of Chapter 6, notwithstanding the fact that the Council's own Foodstore RIA Study identifies that a trade diversion in the order of £1.7m would be acceptable, it is our view that the impact on the town centre is overstated due to:

- The PPS4 *'like-affects-like'* principle; existing town centre convenience provision already trades alongside large foodstores. The introduction of a new large foodstore is therefore unlikely to generate significant levels of trade diversion as it is not providing anything new into the catchment. Shoppers who presently use town centre shops for convenience purposes are not likely to divert to a large foodstore.
- The existing convenience offer in the town centre is relatively limited and predominantly orientated towards meeting daily top-up shopping needs rather than main bulk food shopping. Existing provision will continue to meet this function for town centre visitors and those employed in the town centre and its immediate environs.
- The household survey which underpins the Foodstore RIA Study is likely to have understated the amount of top-up trade (i.e. lunchtime spend) which existing convenience provision in the town centre is likely to attract.
- The Iceland and M&S stores will continue to viably trade given the qualitative nature of their offer (discount and quality). The stores already trade alongside large foodstores outside of the town centre and therefore the introduction of another comparable store will not materially undermine trading viability.

8.34 Therefore, on this basis, it is considered that the trading impact on the town centre is likely to be less than the Council's Study identified. There is no clear evidence of any significant adverse impacts arising from the proposed foodstore in relation to this element of the NPPF impact test.

COMPARISON IMPACT

8.35 Whilst the comparison floorspace element of the proposed foodstore (3,305 m² net sales) is above the quantum (2,230 m² net) assessed as part of the Council's Foodstore RIA Study, it is our view that the trading impact will be less than identified to be acceptable. The principal reasons for a reduced impact are set out below:

- The application site already accommodates three Class A1 non-food retail warehouse units (Plumb Centre, Former MFI / Powerhouse and Comet) totalling 5,610 m² gross (3,927 m² net)[10]. The application proposal therefore would result in a reduction of 622 m² of net Class A1 non-food retail floorspace.
- The existing planning permissions covering the site allow for (amongst others) the sale of garden supplies, DIY goods, furniture, soft furnishings and domestic electrical goods. A full range mainstream foodstore would include a significant quantum of these retail goods.
- The proposed foodstore comparison turnover is c. £20.5m[11]. However, when the existing Comet store benchmark (£4.6m[12]) is deducted then the overall store turnover is £15.9m. Assuming that 70% of the turnover is derived from the Barnsley catchment (as per Foodstore RIA Study) then the total trade draw is £11.1m; this is the same impact figure as utilised in the Foodstore RIA Study and ultimately deemed to be acceptable and not significant adverse. If the trading performance of the other two retail warehouse units on site (Howden's and Former MFI / Powerhouse units) were taken into account then trade impact would be further reduced.
- The range of comparison goods within a foodstore is geared towards impulse purchases and therefore the comparison trading impact of a new foodstore will be closely linked to the food trading impact[13]. The proposed foodstore will therefore principally impact on Asda, Morrison's and Tesco rather than the town centre. The trade impacts on the town centre would consequently be significantly less than the Council Foodstore RIA Study concludes are acceptable.

[10] Assumes 70% Gross to Net Ratio
[11] Comparison benchmark turnover calculated on basis of net sales area (3,305 m²) against sales density of £6,200/m² (Source: Verdict 2011 – based on Sainsbury's / Tesco non-food sales average)
[12] Comparison benchmark turnover calculated on basis of net sales area (774 m²) against Comet company sales density of £5,985/m² (Source: Mintel 2011)
[13] This concept has been well established by case law such as Asda Keighley (APP/W4705/A/05/1172346) and Sainsbury's Kidlington (APP/C3105/V/04/1157504).

- The breadth and depth of choice of comparison retail goods category (i.e. clothing, electrical) would be extremely limited and materially different in qualitative terms (predominantly own brand and value orientated) to the national fashion multiples within the town centre. The trading impact on the town centre (total comparison turnover of £353m[14]) would be negligible in quantitative terms.

8.36 On this basis, it is concluded that the impact of the non-food element of the proposed foodstore would not generate any significant adverse impacts in relation to trade and consumer expediture. There is existing non-food retail floorspace on site which must be taken into account in any assessment of impact.

Town Centre Impacts

8.37 Paragraph 26 requires an assessment of the impacts of a proposed development on town centre vitality and viability; PPS4 practice guidance identifies a number of considerations to measure the impact including trade diversion, reduced footfall, increased vacancies and a more 'down market' retail offer.

8.38 The in-centre trade impacts have been considered in detail above and it is concluded that the proposed development will not generate any significant adverse effects on the town centre. The principal retail impacts will be on existing foodstores in the catchment (Asda, Morrison's and Tesco) which have a significant non-food retail offer.

8.39 In relation to other impact considerations, it is considered that the proposed foodstore would not generate significant adverse impacts on the following basis:

- The town centre is not anchored by a mainstream foodstore; the existing convenience offer is predominantly orientated towards top-up shopping and this function will continue as town centre visitors are unlikely to travel to an out-of-centre store.
- The proposed foodstore does not introduce anything new in either quantitative or qualitative terms to the Barnsley catchment; the existing town centre provision

[14] Foodstore RIA Study (Table 8a)

already operates alongside large non-central foodstores and therefore is highly unlikely to increase vacancies.

- The existing (and proposed) comparison retail offer in the town centre is materially different in qualitative terms to a foodstore (own brand etc.). The level of impact will not result in a more 'down market' offer.
- The town centre (unlike smaller market towns for example) does not rely on a particular diversity in retail terms or have a key town centre use. The town will continue to function as a sub-regional centre in retail terms.
- The proposed development will not have a significant adverse impact on planned investment within Barnsley town centre as set out above; the Council's own Foodstore RIA Study identifies that the impact on the Barnsley Markets scheme would be negligible in quantitative terms. It is clear that both schemes serve different market opportunities.
- The proposed development will not result in a significant loss of footfall within the town centre; local shoppers will not divert from the town centre to the proposed foodstore but instead will continue to use both for specific purposes (i.e. main food shopping or non-food shopping). The proposed foodstore offer does not seek to replicate or materially compete with the wider sub-regional comparison retail offer in the town centre.
- The potential loss of linked trips between the edge-of-centre Morrison's and the town centre PSA needs to be balanced against the major positive benefits arising by enhancing local consumer choice and competition. The Morrison's store is significantly overtrading and even allowing for trade diversion the store would continue to overtrade relative to expected company benchmark.

8.40 Ultimately, the Council's own Foodstore RIA Study identifies that a new mainstream foodstore is required in order to enhance competition and choice. The proposed development will therefore deliver major positive benefits which in our view substantially outweigh any potential impacts arising from the proposed development.

8.41 It is therefore concluded that the application proposals would not generate any significant adverse impacts on the town centre in relation to the NPPF impact assessment criteria.

9. REGENERATION BENEFITS

9.1 Although the previous PPS4 policy EC10.2 test regarding assessment of the impact of a proposal on economic and physical regeneration has been removed it is considered pertinent to highlight the overarching regeneration benefits of the proposals. The socio-economic factors outlined support the general presumption in favour of sustainable development and focus on economic growth within the NPPF.

Socio – Economic Baseline

ECONOMIC

9.2 The population of Barnsley has increased from 218,100 to 225,200 (2001-2008), equating to an increase of 3.2% over 7 years. While the overall population in Barnsley increased, there has been a fall in the number of under 16 year olds (-3.6%). This is offset by increases in the working age population (16-59/64 year olds) - up by 4.1% and people aged 60/65 plus - up by 7.5% (Office of National Statistics, 2010).

9.3 Barnsley is ranked 43rd most deprived local authority by IMD (2007) Rank of Average Score. It was 28th according to IMD (2004), (Joint Strategic Need Assessment, 2009). This change is evidence that there have been some positive changes in the last three years in Barnsley, although the borough is still disadvantaged.

9.4 Yorkshire Forward Economic briefing (2009) shows Barnsley has an employment rate of 70.6% placing it 19th of the Regions LADs. Barnsley's employment rate is below the Yorkshire and Humber average of 73.3%. Employment in the area is heavily dependent on Public Administration, Education and Health, all subject to recent government spending cuts. There is also a high proportion of employment in manufacturing and a low proportion in Banking Finance and Insurance relative to the regional average.

9.5 Yorkshire Forwards Economic Briefing (2009) shows the percentage of working age people claiming state benefit has fallen from 21.7% to 21.2%. A significant gap still exists between benefit rates locally and nationally with only 14.7% claiming across the whole of Great Britain in May 2009, however this gap is smaller than in May 2000 when the gap stood at 8.4 percentage points compared to 6.5 in 2009.

9.6 Barnsley's GCSE attainment has improved at a lower rate than the national average; in 2006 89.2% of pupils gained at least 5 GCSEs at pass grade A*-G, this is an increase of 1.5% from the previous year, however still falls short of the national average of 90.6%. The number of students gaining 5 or more A*-C were gained by 49.8% of pupils an increase of 3.9% which again is a significant improvement, however still much lower than the national average of 59%. (Barnsley in depth children's report, 2006).

9.7 Barnsley also has lower levels of qualification than the Yorkshire and Humber average at all NVQ levels, and a higher proportion with no qualification. 17% of the working age population has no qualification in Barnsley compared with 15% across the region.

HEALTH

9.8 The IMD shows that a third of the Barnsley population live in the worst 10% of areas in England in terms of health deprivation and disability scores. The Joint Strategic Needs Assessment (JSNA, 2010) estimates that 28.5% of adults in Barnsley are obese, which is significantly higher than the national average of 23.6%, the JSNA also states that 20% of Year 6 children in Barnsley are obese. Obesity has been linked with Coronary Heart Disease (CHD), in Barnsley the recorded prevalence of CHD was 5.1% in 2009/10, this is 1% higher than Yorkshire & Humber and 1.7% higher than England.

9.9 Low life expectancy has been linked with unhealthy lifestyles, amongst other things; Barnsley's life expectancy is lower than the England average being 1.9 years lower for men and 2.2 for women. These figures could be a result of only 19% of the Barnsley adult population regularly taking part in sport and active recreation; this is lower than the Yorkshire and Humber figure of 20.1% and the national figure of 21% (JSNA, 2010). These figures show that the residents of Barnsley would benefit significantly from increased exercise and access to open space.

GREEN SPACE

9.10 As stated previously, Barnsley's vision for green space is provided in the Green Space Strategy as being to 'provide, manage and maintain a green environment that improves everyone's quality of life by making sure that the importance of green space is at the heart of our main decisions.'

9.11 A number of key environmental, social and economic benefits are identified as being derived from access to quality green space. These include:

- Improvements to the appearance of built-up areas and giving a high-quality setting for buildings.
- Help to absorb pollution.
- Give people a place where they can take part in leisure and recreation.
- Benefits to physical and mental health.
- Improve urban areas by creating a place that is attractive to businesses.
- Create favourable images of the area.
- Compliment new developments.

9.12 The site is located in Central Ward close to boundaries with the Old Town and Monk Town wards. All these wards are identified as having an under provision of green space with a lack of greenways identified as a specific deficiency.

EMPLOYMENT GENERATION

9.13 The application site is currently an underused employment site, occupied by a few small scale employers and the gas storage facilities (soon to be redundant). As already stated existing employment on the site is limited to xx employees.

9.14 Application of the HCA updated employment land density ratios to the net floorspace (m^2) for the proposed development, indicates that in excess of 300 FTE jobs would be created. This level of employment generation in a particularly deprived area such as Barnsley is a significant positive impact.

9.15 The nature of the employment opportunities is such that the majority of the new jobs will be drawn from the surrounding community, thereby providing further benefits to the local economy. An appropriately worded planning condition seeking to prioritise the recruitment of local residents through advertising locally and convening local open days in conjunction with the local job centre would enable local employment opportunities to be maximised.

9.16 In addition, when assessing the impacts of the proposal on local employment, it is important to note that:

9.17 The proposed will also offer opportunities for employees to up skill through vocational training and qualifications.

9.18 It is therefore entirely appropriate to conclude that the application proposals would have a significant positive impact on the local employment market.

HEALTH AND GREEN SPACE

9.19 The proposed will lead to an overall increase in green space of 0.2ha which will be appropriately landscaped to ensure accessibility and useability for all. Further, the proposed development will be an improvement in design and aesthetics terms, providing a substantially improved setting and the provision of the Park Kiosk will encourage use of this space further.

9.20 This improvement in quality and quantity of green space will have a number of benefits:

- improved access to the green space for all;
- increased permeability across the site, linking the two wider areas of green belt to the east and west;
- increased access to cycleways and footpaths encouraging healthy activities;
- improved linkages between the residential areas to west and the town centre to the south east;
- significant improvements to the setting of the green space / green belt; and
- improved first impressions of Barnsley when travelling from the north west.

9.21 The Council should accordingly attribute appropriate weight to the acknowledged socio-economic regeneration benefits when assessing the planning application.

SUSTAINABILITY

9.22 The Design & Access and Sustainability Chapter of the ES accompanying the application submission identify that the proposed foodstore element of the wider scheme will seek to achieve BREEAM Very Good through incorporating a number of sustainability measures, including (not exhaustive list):

- Low energy lighting (adjusted to meet daylight levels and occupancy);

- Roof Light Panels – reducing the need for electric lighting;
- Heat reclaim on all refrigeration units;
- Voltage optimisation units – reducing energy demand;
- Trim Heater Control; and
- Rainwater Harvesting and Grey Water recycling.

9.23 Policies CSP1, CSP2 and CSP5 (Core Strategy) relate to development and climate change. The proposed development already accords with the policies on the basis of promoting the viable redevelopment of a brownfield site on a prominent arterial route into Barnsley. The application site is also subject to ground contamination (former Gas Holder) and therefore the proposals will deliver a net qualitative benefit in terms of remediation of a large, under-utilised brownfield site.

CLIMATE CHANGE ADAPTABILITY

9.24 The submitted flood risk assessment (FRA) identifies that the application site is predominantly located within Flood Risk Zone 1 with some sections in Flood Zone 3. The FRA does however conclude that subject to various design-related requirements, the application site can be suitably attenuated and will not generate any surface water run-off impacts elsewhere. The proposals are therefore not vulnerable and provide resilience to climate change.

Accessibility

9.25 The Transport Assessment submitted with the application identifies that the site is highly sustainable and is well served by non-car modes of transport; it is located adjacent to an established high frequency bus route which offers access to the town centre and surrounding residential areas.

9.26 In addition to public transport, the application site is also highly accessible by foot or bicycle. In terms of pedestrian access, wide footways are provided on all approaches to the application site, including the new site access road (running from the new Quality Bus Corridor route). In addition, a new pedestrian / cycle bridge is proposed from Old Mill Lane, linking directly with the foodstore. This new bridge access has been incorporated into the design following comments at the consultation event and is deliberately located away from Twibell Street to discourage on street parking here.

9.27 Cycle parking facilities will be provided at appropriate locations within the site to encourage cycle usage.

9.28 On the basis of the submitted Transport Assessment and with relevance to the locational context of the application site, it is concluded that the proposals will have no significant adverse impact within the area.

9.29 The proposal will ultimately deliver accessibility and road safety benefits to residential dwellings on Twibell Street in particular by removing significant traffic generating uses through the closure of the existing site access.

9.30 The TA provided with the application provides a full assessment of the accessibility of the site, including an assessment of the frequency of bus services on Old Mill Lane. It concludes that the proposed can be adequately accommodated in the existing highway network, with mitigation.

Design

9.31 As the application is in outline with only means of access fixed at this stage, the final layout, appearance and design of the individual buildings will be subject to further assessment through reserved matters.

9.32 The application is however supported by extensive illustrative information, which provides an 'informed' indication of how the proposed development may emerge in accordance with the design parameters and principles set out in the Design and Access Statement.

9.33 Whilst the layout of the proposed development is not fixed at this stage, detailed work has been undertaken in order to enable the environmental effect of the initial scheme layout and the submitted (illustrative) site masterplan to be undertaken as part of the Environmental Impact Assessment.

9.34 The Design and Access Statement confirms that the overall scheme layout (particularly the foodstore element) has been developed in response to the site context. There is a significant change in levels between the site and the surrounding area (River Dearne Valley) enables both the footprint and height of the foodstore to be minimised and therefore the visual impact on the surrounding area to be substantially reduced.

9.35 The form and layout of the access roads and car parking within the wider scheme provides an effective design solution which allows access for service vehicles and private cars as well as integrating pedestrian and cycle routes. The servicing arrangements for the main foodstore, in particular, has been subject to detailed environmental analysis to ensure the impact of noise and traffic associated with servicing on residents on Twibell Street, is minimised.

9.36 The proposals ultimately seek to provide modern building design and sustainable layout which will substantially improve the appearance and setting of the application site (i.e. removal of prominent gas holder and standard retail warehouse units). The scheme will deliver a wider qualitative benefit in terms of visual aspect and appearance with green spaces along the River Dearne corridor providing a suitable transitional area to the designated green belt to the north.

9.37 It is therefore concluded that the proposals will deliver a high quality design which fully accords with the NPPF in design terms.

Economic and Physical Regeneration

9.38 Whilst key deprivation indicators such as unemployment levels, mobility and income are not necessarily in themselves indicators of retail need, these indicators can reinforce need for improved facilities within an area.

9.39 The development of a new mainstream foodstore on the application site will deliver significant positive economic and physical regeneration benefits to Barnsley, as follows:

- The application site presently comprises a vacant and under-utilised brownfield site.
- The proposal delivers a material regeneration benefit; the majority of the site is not in active use and existing businesses can be relocated.
- The proposal represents a significant economic investment in Barnsley. It will bring significantly increased employment opportunities to the site (i.e. the amount of jobs generated exceeds that to be expected by traditional employment uses on site).
- The development will significantly enhance the visual appearance of a major site this gateway location, through quality design and an appropriate landscaping strategy.

- The demolition (and subsequent remediation) of the existing gas holder on site will deliver environmental benefits and ensure the visual relationship between the application site and designed green belt to the north is improved (notwithstanding the urbanising impacts of the Quality Bus Corridor link road presently under construction).
- The proposed development will significantly enhance access to the River Dearne and encourage use of key footpaths along this river corridor, providing opportunities for recreation and health benefits for local residents.

9.40 It is clear that the proposed development will deliver significant economic and physical regeneration benefits to the locality. It is therefore concluded that the application will deliver positive transformative change for an acknowledged deprived area of Barnsley.

10. Employment Land Justification

10.1 The Barnsley UDP Proposals Map indicates that a small part of the eastern area of the application falls within an designated Employment Policy Area. UDP policy ED7 states that whilst other employment generating uses may be permissible within such areas, Class A1 retail development would not be permitted.

10.2 Notwithstanding this, it is considered that Class A1 is nevertheless appropriate on the site as a 'non-traditional' employment uses, this view is supported by more up to date policy in the Barnsley Core Strategy and by recent changes to national planning policy and the current local and city-wide employment land supply position.

10.3 On this basis an employment land report has been prepared and forms part of the application submission. A broad summary of the relevant policies and report findings are set out below.

Employment Policy

10.4 The existing UDP was adopted in 2000 (12 years ago) and largely reflects a traditional (and restrictive) view of employment uses (reflecting PPG4 guidance available at the time of the plan preparation). The adopted UDP policies, whilst saved, are significantly 'dated' and have been superseded by the previous publication of PPS4 and more recently, the NPPF.

10.5 The NPPF specifically defines economic development to include a broader range of uses beyond traditional Class B employment such as public and community uses and town centre uses (retail, leisure and restaurants). At the outset therefore, the application proposals have baseline national policy support in the context of employment generating uses.

10.6 Within this context NPPF guidance states that planning policy should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of the site being used for that purpose. Guidance states that land allocations should be reviewed regularly and applications for alternative land uses treated on their merits

having regard to market signals and the relative need for different land uses to support sustainable communities.

10.7 Policies CSP11 and CSP12 of the Core Strategy set out the Council's current approach to identifying and allocating new employment land, acknowledging the role that town centre uses can play in providing employment.

10.8 Policy CSP19 sets out the criteria for assessing development affecting existing employment land.

10.9 Within this context the Council are continuing to progress their Site Allocations DPD, which will provide the formal framework through which the potential for sites to form employment allocations will be assessed.

Existing Supply Position

10.10 Within the policy context outlined above, the existing employment allocation applies to only a limited part of the wider application site, comprising an area of approximately 0.6ha. the wider employment allocation to the east is outside of the application site and will be retained.

10.11 The proposed development will provide a use, which is now recognised in policy terms as constituting an economic form of development and which will provide in the region of 300 full time jobs if approved.

10.12 As the site is currently vacant it makes no contribution to the existing employment supply and given that the site has been cleared of existing built form, a significant level of investment would be required to facilitate future job creation as a stand alone site.

10.13 The proposed development utilises this land as part of the wider site to provide a viable and sustainable retail use, which will contribute to the provision of employment within the local area. The mix of uses included within the application proposals bring about sustainable benefits, complementing the implementation of the Quality Bus Corridor and leading to the improvement of the greenspace area adjacent to the River Dearne.

10.14 The site is located near to other retail stores and therefore this location would not be appropriate for higher skill/higher wage jobs, which is one of the main aims that the Core Strategy addresses.

10.15 When compared to other existing employment sites, it is clear that there are a large number of adaptable alternative sites that offer comparable, if not better, locational qualities. These sites are currently being advertised on the market and are available for occupation.

10.16 A location closer to the M1 would enhance the benefit that could be gained from the close proximity to Leeds, Sheffield and Manchester and a larger site could offer a variety of high skill/high wage jobs. Industrial and office use is more evident and appropriate in industrial and business parks and the businesses around the site are generally retail orientated.

10.17 The Twibell Street site's layout and access make it unsuitable and commercially unattractive for re-use as B1, B2 or B8 premises, requiring a more comprehensive redevelopment approach to be undertaken instead.

10.18 On the basis of these factors, it is not considered that the proposals will have an adverse impact on the supply of employment land, particularly at the present time as the council seek to review the Employment supply and future allocations and in light of the sustainable benefits of delivering the wider scheme, the employment ladn report concludes that the proposals are wholly acceptable.

11. Conclusions

11.1 In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires determination of proposals in accordance with the adopted statutory development plan unless material considerations indicate otherwise.

11.2 It is our view that the Council can attribute significant weight in its overall assessment of planning balance to the following:

- The scheme will address the overriding need for a new mainstream foodstore in the Barnsley catchment identified in the Council's own Foodstore RIA Study (May 2011). Existing mainstream foodstores (Asda and Morrison's) are significantly overtrading and a new comparable store will deliver major qualitative benefits in terms of enhancing choice and competition for local residents.
- A variety of design-related measures are incorporated into the scheme design in order to achieve a sustainable development which meets the requirements of the NPPF and the Barnsley Core strategy.
- The site is highly accessible and appropriate provision for cyclists and a new relocated bus stop / shelter will encourage non-car use. The potential traffic generated by the proposed scheme can be adequately accommodated on the surrounding local highways network and would deliver qualitative benefits in terms of removing traffic from Twibell Street.
- The proposed scheme would achieve a high quality modern design which would provide significant visual amenity benefits to the locality by bringing an under-utilised site into productive employment use. The scheme layout has been designed to provide an attractive frontage whilst a comprehensive new landscaping scheme will significantly improve the visual perspective of the site and provide an attractive gateway into Barnsley from the north.
- The scheme will deliver significant economic and physical regeneration benefits. The northern Barnsley area is acknowledged to be showing signs of acute deprivation and the scheme will deliver significant positive benefits by providing major (flexible) employment opportunities. A local labour agreement would enable local residents' first opportunity to secure training and jobs.

- The scheme will deliver c. 300 jobs (gross); this number of jobs is significantly above what the current uses on the site or 'traditional' Class B employment uses would support.
- Having applied the MPPF sequential retail test it is demonstrated that there are no available, suitable or viable sites either within or on the edge of Barnsley town centre which could accommodate the proposed development (even allowing for flexibility).
- The scheme itself represents a major positive investment in the northern Barnsley area and will achieve significant regeneration benefits. The scheme would also not impact on the proposed investment in the Barnsley Markets scheme in the town centre which will serve a materially different market opportunity. The Council's own Foodstore RIA Study identifies that the impact of a proposed foodstore on the Markets Scheme would be negligible. The proposal therefore meets the NPPF Impact Test criteria.
- The impact of the proposal on the town centre will be limited. The proposed foodstore will predominantly compete with existing non-central foodstores in the Barnsley catchment (Asda and Tesco out-of-centre; Morrison's edge-of-centre) which are afforded no policy protection.
- The impact of the non-food element of the proposed foodstore will be limited by the existing retail floorspace (baseline) on site and the qualitative distinction in offer (own brands geared to impulse purchases). The main impacts will be on existing non-central foodstores (comparison shopping is ancillary to main food shopping function).
- There are no technical or environmental reasons why the scheme cannot be progressed; all technical reports identify that the scheme can be readily accommodated without having an impact on surrounding sensitive receptors (i.e. residential dwellings to the south).

11.3 On the basis of the overriding support for the proposal, it is appropriate to conclude in relation to ensuring the vitality of town centres that the proposals are whole acceptable and meet the required national and local policy tests.

11.4 As detailed at length in the report, the scheme will clearly generate significant positive benefits with minor dis-benefits. The acknowledged positive benefits arising from the

scheme should be given significant weight in the Council's overall consideration of the application.

11.5 The submitted impact assessment clearly shows that the proposal, in conjunction with various foodstore commitments (Table 8, appendix 1) will not have a significant adverse impact; there is significant scope for the catchment in quantitative terms to support the proposals given the potential to enhance the existing market share and achieve sustainable clawback.

11.6 We conclude on the basis of the above that the proposed scheme is broadly in accordance with the development plan and offers the opportunity to comprehensively regenerate this poor quality site. The benefits of the proposal should be afforded appropriate (significant) weight by the Council in reaching an overall conclusion.

Appendix 1

Convenience Retail Assessment

PEEL CENTRE - CONVENIENCE IMPACT ASSESSMENT

TABLE 1 - SURVEY AREA POPULATION FORECASTS

SURVEY ZONE	POPULATION PROJECTIONS							POPULATION GROWTH (%)		
	2010	2011	2012	2013	2014	2015	2016	2010 - 2011	2011-2013	2011-2016
ZONE 1	71,261	71,722	72,063	72,686	73,124	73,644	74,267	0.6%	1.3%	3.5%
ZONE 2	27,317	27,588	27,604	27,644	27,773	27,861	27,965	1.0%	0.2%	1.4%
ZONE 3	36,932	37,117	37,341	37,529	37,816	38,013	38,320	0.5%	1.1%	3.2%
ZONE 4	41,117	41,285	41,647	41,965	42,272	42,574	42,841	0.4%	1.6%	3.8%
ZONE 5	62,038	62,472	63,065	63,487	64,018	64,616	65,060	0.7%	1.6%	4.1%
TOTAL	238,665	240,184	241,720	243,311	245,003	246,708	248,453			

Source: Experian Retail Planner Report (Summary Demographics - 2010 Base)

TABLE 2 - CONVENIENCE EXPENDITURE FORECASTS, 2010 - 2016

SURVEY ZONE	2010 (£)	2010 Minus SfT (£)	2011 (£)	2011 Minus SfT (£)	2012 (£)	2012 Minus SfT (£)	2013 (£)	2013 Minus SfT (£)	2014 (£)	2014 Minus SfT (£)	2015 (£)	2015 Minus SfT (£)	2016 (£)	2016 Minus SfT (£)
ZONE 1	£1,707	£1,644	£1,702	£1,630	£1,695	£1,617	£1,704	£1,618	£1,704	£1,612	£1,712	£1,616	£1,721	£1,619
ZONE 2	£1,934	£1,862	£1,928	£1,847	£1,920	£1,832	£1,930	£1,834	£1,930	£1,826	£1,940	£1,831	£1,949	£1,834
ZONE 3	£1,696	£1,633	£1,691	£1,620	£1,684	£1,607	£1,693	£1,608	£1,693	£1,601	£1,701	£1,606	£1,710	£1,609
ZONE 4	£1,739	£1,675	£1,734	£1,661	£1,727	£1,647	£1,735	£1,649	£1,735	£1,642	£1,744	£1,646	£1,753	£1,649
ZONE 5	£1,666	£1,604	£1,661	£1,591	£1,654	£1,578	£1,663	£1,579	£1,663	£1,573	£1,671	£1,577	£1,679	£1,580

Notes

1. Expenditure per Capita Forecasts derived from Experian Retail Planner (Fine Expenditure) Report; All Expenditure Figures given in 2010 Prices

2. Growth in per capita retail expenditure for Convenience Goods (Source: - Experian Retail Planner Briefing Note 9 (September 2011)

	2011	2012	2013-2016
Growth	-0.3%	-0.4%	0.5%

3. SFT Deductions in accordance with Experian Retail Planner Briefing Note 9 (September 2011)

	2010	2011	2012	2013	2014	2015	2016
SFT	3.7%	4.2%	4.6%	5.0%	5.4%	5.6%	5.9%

TABLE 3 - Convenience Expenditure Growth, 2010 - 2016

SURVEY ZONE	2010 (£)	2011 (£)	2012 (£)	2013 (£)	2014 (£)	2015 (£)	2016 (£)	EXPENDITURE GROWTH (£) 2010 - 2012	2011 - 2014	2011-2016
ZONE 1	£117,141,754	£116,935,555	£116,532,947	£117,632,805	£117,843,371	£119,022,620	£120,246,296	-£608,806	£907,816	£3,310,741
ZONE 2	£50,876,328	£50,960,931	£50,574,472	£50,687,575	£50,709,690	£51,016,632	£51,299,555	-£301,856	-£251,241	£338,624
ZONE 3	£60,319,115	£60,125,594	£59,994,946	£60,344,404	£60,549,858	£61,040,293	£61,644,403	-£324,170	£424,264	£1,518,809
ZONE 4	£68,856,872	£68,572,903	£68,609,804	£69,188,031	£69,400,735	£70,097,520	£70,664,532	-£247,068	£827,832	£2,091,629
ZONE 5	£99,531,162	£99,407,940	£99,532,811	£100,277,608	£100,690,569	£101,923,348	£102,809,054	£1,649	£1,282,629	£3,401,114
TOTAL (OVERALL CATCHMENT)	£396,725,230	£396,002,924	£395,244,980	£398,130,425	£399,194,224	£403,100,413	£406,663,840	-£1,480,251	£3,191,300	£10,660,917

Notes

1. Expenditure Growth derived from Population Projections (Table 1) * Expenditure per Capita figures (less SfT deduction) (Table 2)

TABLE 4a - MAIN FOOD SHOPPING EXPENDITURE (75%)

SURVEY ZONE	2010 (£)	2011 (£)	2012 (£)	2013 (£)	2014 (£)	2015 (£)	2016 (£)
ZONE 1	£87,856,315	£87,701,666	£87,399,710	£88,224,604	£88,382,528	£89,266,965	£90,184,722
ZONE 2	£38,157,246	£38,220,698	£37,930,854	£38,015,682	£38,032,268	£38,262,474	£38,474,666
ZONE 3	£45,239,336	£45,094,196	£44,996,209	£45,258,303	£45,412,394	£45,780,220	£46,233,303
ZONE 4	£51,642,654	£51,429,678	£51,457,353	£51,891,023	£52,050,552	£52,573,140	£52,998,399
ZONE 5	£74,648,371	£74,555,955	£74,649,608	£75,208,206	£75,517,927	£76,442,511	£77,106,790
TOTAL	£297,543,923	£297,002,193	£296,433,735	£298,597,818	£299,395,668	£302,325,309	£304,997,880

Notes

1. Figures derived from applying relevant (75% weighting) ratio to Expenditure Pot identified in Table 3

TABLE 4b - TOP-UP FOOD SHOPPING EXPENDITURE (25%)

SURVEY ZONE	2010 (£)	2011 (£)	2012 (£)	2013 (£)	2014 (£)	2015 (£)	2016 (£)
ZONE 1	£29,285,438	£29,233,889	£29,133,237	£29,408,201	£29,460,843	£29,755,655	£30,061,574
ZONE 2	£12,719,082	£12,740,233	£12,643,618	£12,671,894	£12,677,423	£12,754,158	£12,824,889
ZONE 3	£15,079,779	£15,031,399	£14,998,736	£15,086,101	£15,137,465	£15,260,073	£15,411,101
ZONE 4	£17,214,218	£17,143,226	£17,152,451	£17,297,008	£17,350,184	£17,524,380	£17,666,133
ZONE 5	£24,882,790	£24,851,985	£24,883,203	£25,069,402	£25,172,642	£25,480,837	£25,702,263
TOTAL	£99,181,308	£99,000,731	£98,811,245	£99,532,606	£99,798,556	£100,775,103	£101,665,960

Notes

1. Figures derived from applying relevant (25% weighting) ratio to Expenditure Pot identified in Table 3

Table 5B - TOP-UP FOOD Market Share 2011

Destinations		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	SURVEY-DERIVED TURNOVER (£)
BARNSLEY - MAIN FOODSTORES							
ASDA [BARNSLEY]	%	12.3%	4.5%	0.0%	7.5%	2.0%	
	£	£3,583,388	£568,963	£0	£1,286,434	£497,664	£5,936,449
MORRISON'S [BARNSLEY]	%	14.8%	6.3%	3.2%	5.2%	2.0%	
	£	£4,311,719	£796,548	£479,960	£891,927	£497,664	£6,977,818
TESCO [WOMBWELL]	%	5.5%	1.8%	9.0%	1.7%	2.7%	
	£	£1,602,328	£227,585	£1,349,886	£291,592	£671,846	£4,143,238
TOTAL	%	32.6%	12.6%	12.2%	14.4%	6.7%	
	£	£9,497,435	£1,593,096	£1,829,846	£2,469,953	£1,667,175	£17,057,504
BARNSLEY - OTHER							
M&S FOODHALL [BARNSLEY TC]	%	1.6%	0.0%	0.6%	1.7%	0.4%	
	£	£466,132	£0	£89,992	£291,592	£99,533	£947,249
ICELAND [PEEL ST. BARNSLEY]	%	1.9%	0.9%	0.6%	0.0%	0.0%	
	£	£553,531	£113,793	£89,992	£0	£0	£757,316
BARNSLEY MARKET	%	4.5%	0.9%	3.2%	2.9%	2.7%	
	£	£1,310,996	£113,793	£479,960	£497,421	£671,846	£3,074,015
LOCAL SHOPS [BARNSLEY TC]	%	11.6%	7.2%	7.1%	8.1%	3.5%	
	£	£3,379,455	£910,341	£1,064,910	£1,389,349	£870,912	£7,614,967
TOTAL	%	19.6%	9.0%	11.5%	12.7%	6.6%	
	£	£5,710,114	£1,137,926	£1,724,855	£2,178,361	£1,642,291	£12,393,547
OTHER STORES [OUTFLOW]							
NETTO [BARNSLEY - VARIOUS]	%	3.2%	0.0%	2.6%	2.9%	1.6%	
	£	£932,264	£0	£389,967	£497,421	£398,131	£2,217,783
ALDI [STAIRFOOT]	%	0.3%	0.0%	0.0%	0.0%	0.0%	
	£	£87,400	£0	£0	£0	£0	£87,400
ASDA [CHAPELTOWN, SHEFFIELD]	%	0.0%	0.9%	2.6%	0.0%	0.8%	
	£	£0	£113,793	£389,967	£0	£199,066	£702,825
MORRISON'S [BRAMPTON]	%	0.6%	0.0%	7.7%	0.6%	2.3%	
	£	£174,799	£0	£1,154,903	£102,915	£572,314	£2,004,930
TESCO [WATH-UPON-DEARNE]	%	0.3%	0.9%	1.9%	0.0%	5.1%	
	£	£87,400	£113,793	£284,976	£0	£1,269,043	£1,755,212
ASDA [WAKEFIELD]	%	0.0%	0.0%	0.0%	2.3%	0.4%	
	£	£0	£0	£0	£394,506	£99,533	£494,039
OTHER	%	43.4%	76.6%	61.5%	67.1%	76.5%	
	£	£12,643,825	£9,685,011	£9,224,223	£11,509,295	£19,035,650	£62,098,004
OTHER TOTAL	%	47.8%	78.4%	76.3%	72.9%	86.7%	
	£	£13,925,687	£9,912,597	£11,444,036	£12,504,137	£21,573,737	£69,360,193
CATCHMENT TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%	
	£	£29,133,237	£12,643,618	£14,998,736	£17,152,451	£24,883,203	£98,811,245

Table 6A - MAIN FOOD Market Share 2016

Destinations		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	SURVEY-DERIVED TURNOVER (£)
BARNSLEY - MAIN FOODSTORES							
ASDA [BARNSLEY]	%	34.2%	21.6%	3.9%	44.5%	16.8%	
	£	£30,843,175	£8,310,528	£1,803,099	£23,584,288	£12,953,941	£77,495,030
MORRISON'S [BARNSLEY]	%	31.9%	33.3%	16.1%	15.0%	9.8%	
	£	£28,768,926	£12,812,064	£7,443,562	£7,949,760	£7,556,465	£64,530,777
TESCO [WOMBWELL]	%	16.1%	5.4%	20.0%	5.8%	12.1%	
	£	£14,519,740	£2,077,632	£9,246,661	£3,073,907	£9,329,922	£38,247,861
TOTAL	%	82.2%	60.3%	40.0%	65.3%	38.7%	59.1%
	£	£74,131,842	£23,200,224	£18,493,321	£34,607,955	£29,840,328	£180,273,669
BARNSLEY - OTHER							
M&S FOODHALL [BARNSLEY TC]	%	0.0%	0.0%	0.6%	1.7%	0.0%	
	£	£0	£0	£277,400	£900,973	£0	£1,178,373
ICELAND [PEEL ST. BARNSLEY]	%	1.6%	0.0%	1.3%	1.2%	0.4%	
	£	£1,442,956	£0	£601,033	£635,981	£308,427	£2,988,396
BARNSLEY MARKET	%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0
LOCAL SHOPS [BARNSLEY TC]	%	2.3%	5.4%	1.9%	2.9%	0.0%	
	£	£2,074,249	£2,077,632	£878,433	£1,536,954	£0	£6,567,267
TOTAL	%	3.9%	5.4%	3.8%	5.8%	0.4%	3.5%
	£	£3,517,204	£2,077,632	£1,756,865	£3,073,907	£308,427	£10,734,036
OTHER STORES [OUTFLOW]							
NETTO [BARNSLEY - VARIOUS]	%	2.3%	0.0%	1.3%	3.5%	2.0%	
	£	£2,074,249	£0	£601,033	£1,854,944	£1,542,136	£6,072,361
ALDI [STAIRFOOT]	%	1.3%	0.9%	0.0%	0.6%	0.8%	
	£	£1,172,401	£346,272	£0	£317,990	£616,854	£2,453,518
ASDA [CHAPELTOWN, SHEFFIELD]	%	1.6%	2.7%	3.9%	0.0%	0.0%	
	£	£1,442,956	£1,038,816	£1,803,099	£0	£0	£4,284,870
MORRISON'S [CORTONWOOD]	%	2.9%	1.8%	35.5%	0.6%	20.7%	
	£	£2,615,357	£692,544	£16,412,822	£317,990	£15,961,106	£35,999,819
TESCO [WATH-UPON-DEARNE]	%	0.3%	0.9%	5.2%	1.2%	16.4%	
	£	£270,554	£346,272	£2,404,132	£635,981	£12,645,514	£16,302,452
ASDA [WAKFIELD]	%	0.3%	0.0%	0.0%	10.4%	1.6%	
	£	£270,554	£0	£0	£5,511,833	£1,233,709	£7,016,096
OTHER	%	5.2%	28.0%	10.3%	12.6%	19.4%	
	£	£4,689,606	£10,772,907	£4,762,030	£6,677,798	£14,958,717	£41,861,058
OTHER TOTAL	%	13.9%	34.3%	56.2%	28.9%	60.9%	37.4%
	£	£12,535,676	£13,196,811	£25,983,116	£15,316,537	£46,958,035	£113,990,176
CATCHMENT TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%	
	£	£90,184,722	£38,474,666	£46,233,303	£52,998,399	£77,106,790	£304,997,880

Notes

1. Market Share rolled forward on constant basis and applied to 2016 Expenditure Pot

Table 6B - TOP-UP FOOD Market Share 2016

Destinations		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	SURVEY-DERIVED TURNOVER (£)
BARNSLEY - MAIN FOODSTORES							
ASDA [BARNSLEY]	%	12.3%	4.5%	0.0%	7.5%	2.0%	
	£	£3,697,574	£577,120	£0	£1,324,960	£514,045	£6,113,699
MORRISON'S [BARNSLEY]	%	14.8%	6.3%	3.2%	5.2%	2.0%	
	£	£4,449,113	£807,968	£493,155	£918,639	£514,045	£7,182,920
TESCO [WOMBWELL]	%	5.5%	1.8%	9.0%	1.7%	2.7%	
	£	£1,653,387	£230,848	£1,386,999	£300,324	£693,961	£4,265,519
TOTAL	%	32.6%	12.6%	12.2%	14.4%	6.7%	
	£	£9,800,073	£1,615,936	£1,880,154	£2,543,923	£1,722,052	£17,562,138
BARNSLEY - OTHER							
M&S FOODHALL [BARNSLEY TC]	%	1.6%	0.0%	0.6%	1.7%	0.4%	
	£	£480,985	£0	£92,467	£300,324	£102,809	£976,585
ICELAND [PEEL ST. BARNSLEY]	%	1.9%	0.9%	0.6%	0.0%	0.0%	
	£	£571,170	£115,424	£92,467	£0	£0	£779,061
BARNSLEY MARKET	%	4.5%	0.9%	3.2%	2.9%	2.7%	
	£	£1,352,771	£115,424	£493,155	£512,318	£693,961	£3,167,629
LOCAL SHOPS [BARNSLEY TC]	%	11.6%	7.2%	7.1%	8.1%	3.5%	
	£	£3,487,143	£923,392	£1,094,188	£1,430,957	£899,579	£7,835,259
TOTAL	%	19.6%	9.0%	11.5%	12.7%	6.6%	
	£	£5,892,069	£1,154,240	£1,772,277	£2,243,599	£1,696,349	£12,758,533
OTHER STORES [OUTFLOW]							
NETTO [BARNSLEY - VARIOUS]	%	3.2%	0.0%	2.6%	2.9%	1.6%	
	£	£961,970	£0	£400,689	£512,318	£411,236	£2,286,213
ALDI [STAIRFOOT]	%	0.3%	0.0%	0.0%	0.0%	0.0%	
	£	£90,185	£0	£0	£0	£0	£90,185
ASDA [CHAPELTOWN, SHEFFIELD]	%	0.0%	0.9%	2.6%	0.0%	0.8%	
	£	£0	£115,424	£400,689	£0	£205,618	£721,731
MORRISON'S [BRAMPTON]	%	0.6%	0.0%	7.7%	0.6%	2.3%	
	£	£180,369	£0	£1,186,655	£105,997	£591,152	£2,064,173
TESCO [WATH-UPON-DEARNE]	%	0.3%	0.9%	1.9%	0.0%	5.1%	
	£	£90,185	£115,424	£292,811	£0	£1,310,815	£1,809,235
ASDA [WAKEFIELD]	%	0.0%	0.0%	0.0%	2.3%	0.4%	
	£	£0	£0	£0	£406,321	£102,809	£509,130
OTHER	%	43.4%	76.6%	61.5%	67.1%	76.5%	
	£	£13,046,723	£9,823,865	£9,477,827	£11,853,975	£19,662,232	£63,864,622
OTHER TOTAL	%	47.8%	78.4%	76.3%	72.9%	86.7%	
	£	£14,369,432	£10,054,713	£11,758,670	£12,878,611	£22,283,862	£71,345,288
CATCHMENT TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%	
	£	£30,061,574	£12,824,889	£15,411,101	£17,666,133	£25,702,263	£101,665,960

Notes

1. Market Share rolled forward on constant basis and applied to 2016 Expenditure Pot

Table 5A - MAIN FOOD Market Share 2011

Destinations		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	SURVEY-DERIVED TURNOVER (£)
BARNSLEY - MAIN FOODSTORES							
ASDA [BARNSLEY]	%	34.2%	21.6%	3.9%	44.5%	16.8%	
	£	£29,890,701	£8,193,065	£1,754,852	£22,898,522	£12,541,134	£75,278,274
MORRISON'S [BARNSLEY]	%	31.9%	33.3%	16.1%	15.0%	9.8%	
	£	£27,880,508	£12,630,974	£7,244,390	£7,718,603	£7,315,662	£62,790,136
TESCO [WOMBWELL]	%	16.1%	5.4%	20.0%	5.8%	12.1%	
	£	£14,071,353	£2,048,266	£8,999,242	£2,984,526	£9,032,603	£37,135,990
TOTAL	%	82.2%	60.3%	40.0%	65.3%	38.7%	59.1%
	£	£71,842,562	£22,872,305	£17,998,484	£33,601,651	£28,889,398	£175,204,400
BARNSLEY - OTHER							
M&S FOODHALL [BARNSLEY TC]	%	0.0%	0.0%	0.6%	1.7%	0.0%	
	£	£0	£0	£269,977	£874,775	£0	£1,144,752
ICELAND [PEEL ST. BARNSLEY]	%	1.6%	0.0%	1.3%	1.2%	0.4%	
	£	£1,398,395	£0	£584,951	£617,488	£298,598	£2,899,433
BARNSLEY MARKET	%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0
LOCAL SHOPS [BARNSLEY TC]	%	2.3%	5.4%	1.9%	2.9%	0.0%	
	£	£2,010,193	£2,048,266	£854,928	£1,492,263	£0	£6,405,651
TOTAL	%	3.9%	5.4%	3.8%	5.8%	0.4%	3.5%
	£	£3,408,589	£2,048,266	£1,709,856	£2,984,526	£298,598	£10,449,836
OTHER STORES [OUTFLOW]							
NETTO [BARNSLEY - VARIOUS]	%	2.3%	0.0%	1.3%	3.5%	2.0%	
	£	£2,010,193	£0	£584,951	£1,801,007	£1,492,992	£5,889,144
ALDI [STAIRFOOT]	%	1.3%	0.9%	0.0%	0.6%	0.8%	
	£	£1,136,196	£341,378	£0	£308,744	£597,197	£2,383,515
ASDA [CHAPELTOWN, SHEFFIELD]	%	1.6%	2.7%	3.9%	0.0%	0.0%	
	£	£1,398,395	£1,024,133	£1,754,852	£0	£0	£4,177,381
MORRISON'S [CORTONWOOD]	%	2.9%	1.8%	35.5%	0.6%	20.7%	
	£	£2,534,592	£682,755	£15,973,654	£308,744	£15,452,469	£34,952,214
TESCO [WATH-UPON-DEARNE]	%	0.3%	0.9%	5.2%	1.2%	16.4%	
	£	£262,199	£341,378	£2,339,803	£617,488	£12,242,536	£15,803,404
ASDA [WAKFIELD]	%	0.3%	0.0%	0.0%	10.4%	1.6%	
	£	£262,199	£0	£0	£5,351,565	£1,194,394	£6,808,158
OTHER	%	5.2%	28.0%	10.3%	12.6%	19.4%	
	£	£4,544,785	£10,620,639	£4,634,610	£6,483,626	£14,482,024	£40,765,684
OTHER TOTAL	%	13.9%	34.3%	56.2%	28.9%	60.9%	37.4%
	£	£12,148,560	£13,010,283	£25,287,870	£14,871,175	£45,461,611	£110,779,499
CATCHMENT TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%	
	£	£87,399,710	£37,930,854	£44,996,209	£51,457,353	£74,649,608	£296,433,735

TABLE 7a - Floorspace Turnover Performance (2011)

Existing Stores	Floorspace (Net) (sq m)	Net Convenience Ratio (%)	Net Convenience Floorspace (sq. m)	Company 'Benchmark' Sales Density (£ / m^2)	2011 Benchmark Store Turnover (£)	2011 Survey Turnover (£)	Trading Balance (Survey - Benchmark)
ASDA [BARNSLEY]	4,544	65.0%	2,954	£14,933	£44,106,109	£81,214,723	£37,108,614
MORRISON'S [BARNSLEY]	3,382	85.0%	2,875	£11,988	£34,461,904	£69,767,954	£35,306,051
TESCO [WOMBWELL]	7,421	61.0%	4,508	£12,842	£57,891,736	£41,279,228	-£16,612,508
BARNSLEY MAIN FOODSTORES TOTAL	15,347		5,828		£136,459,748	£192,261,905	£55,802,156
M&S FOODHALL [BARNSLEY TC]	664	100.0%	664	£10,833	£7,193,112	£2,092,001	-£5,101,111
ICELAND [PEEL ST. BARNSLEY]	429	100.0%	429	£6,412	£2,750,748	£3,656,749	£906,001
BARNSLEY MARKET	2,313	50.0%	1,156	-	-	£3,074,015	-
LOCAL SHOPS [BARNSLEY TC]	3,575	100.0%	3,575	-	-	£14,020,618	-
BARNSLEY OTHER TOTAL	6,980		5,824		£9,943,860	£22,843,383	-£4,195,110
OVERALL TOTAL	22,327		11,652		£146,403,608	£215,105,288	£51,607,047

Notes

1. Floorspace of main foodstores taken from the Retail Impact Analysis, May 2011
2. Floorspace Mix based on Verdict / Mintel and GVA on-site fieldwork
3. Company Sales Density derived from Verdict 2010 and calculated on basis of Retailer published Sales Mix, Sales Density Breakdown and Floorspace Allocations
4. Convenience floorspace of Barnsley Town Centre derived from Goad Category Report
5. Morrison's and Asda Floorspace derived from IGD Directory (2010) / Floorspace Split based on Mintel / Verdict and GVA Site Visits

TABLE 7b - Floorspace Turnover Performance (2016)

Existing Stores	Floorspace (Net) (sq m)	Net Convenience Ratio (%)	Net Convenience Floorspace (sq. m)	Company 'Benchmark' Sales Density (£ / m^2)	2016 Benchmark Store Turnover (£)	2016 Survey Turnover (£)	Trading Balance (Survey - Benchmark)
ASDA [BARNSLEY]	4,544	65.0%	2,954	£15,173	£44,816,052	£83,608,729	£38,792,677
MORRISON'S [BARNSLEY]	3,382	85.0%	2,875	£12,181	£35,016,611	£71,713,698	£36,697,086
TESCO [WOMBWELL]	7,421	61.0%	4,508	£13,049	£58,823,576	£42,513,381	-£16,310,196
BARNSLEY MAIN FOODSTORES TOTAL	15,347		5,828		£138,656,239	£197,835,807	£59,179,567
M&S FOODHALL [BARNSLEY TC]	664	100.0%	664	£11,007	£7,308,894	£2,154,958	-£5,153,936
ICELAND [PEEL ST. BARNSLEY]	429	100.0%	429	£6,515	£2,795,025	£3,767,457	£972,432
BARNSLEY MARKET	2,313	50.0%	1,156	-	-	£3,167,629	-
LOCAL SHOPS [BARNSLEY TC]	3,575	100.0%	3,575	-	-	£14,402,526	-
BARNSLEY OTHER TOTAL	6,980		5,824		£10,103,919	£23,492,569	-£4,181,504
OVERALL TOTAL	22,327		11,652		£148,760,158	£221,328,376	£54,998,063

Notes

1. Sales Density Rates 0% (2011-12); 0.4% p.a. (2012-2016)

TABLE 8 - Convenience Retail Commitments

Commitment	Floorspace (Net) (sq m)	Net Convenience Ratio (%)	Convenience Floorspace (sq. m)	Benchmark' Sales Density (£ / sq. m)	'Benchmark' Store Turnover 2011 (£)	'Benchmark' Store Turnover 2016 (£)
2011/0390 - Market Street, Hoyland	1,530	88.0%	1,346	£12,842	£17,290,469	£17,568,781
2010/0823 - Lidl, Peel Street	1,286	80.0%	1,029	£2,987	£3,073,026	£3,122,490
2010/1354 - Aldi, Barugh Green	990	80.0%	792	£4,750	£3,762,000	£3,822,554
2006/2003 - Tesco Penistone	2,070	75.0%	1,553	£12,842	£19,937,205	£20,258,119

Notes

1. Floorspace Split derived from Planning Permission Decision Notices / Applicants Retail Statement
2. Sales Density Rates at 0% (2011-12); 0.4% p.a. (2012-2016)
3. Sales Density of Market Street Hoyland commitment assumed to be Tesco
4. Sales Density of Aldi based on applicant's submission

Table 9A - TESCO PENISTONE TURNOVER

	Net Convenience Floorspace (sqm)	Benchmark Sales Density (£ / m^2)	2011 Benchmark (£)	2016 Benchmark (£)
TESCO PENISTONE	1,553	£12,842	£19,937,205	£20,258,119

Table 9B - TRADE DRAW OF TESCO PENISTONE FOODSTORE (2016)

ZONE	TRADE DRAW (%)	TURNOVER (£)	ZONAL EXPENDITURE (£)	ZONAL MARKET SHARE (%)
ZONE 1	10.0%	£2,025,812	£120,246,296	1.7%
ZONE 2	80.0%	£16,206,495	£51,299,555	31.6%
ZONE 3	0.0%	£0	£61,644,403	0.0%
ZONE 4	0.0%	£0	£70,664,532	0.0%
ZONE 5	0.0%	£0	£102,809,054	0.0%
CATCHMENT TOTAL	90.0%	£18,232,307	£406,663,840	4.5%
INFLOW	10.0%	£2,025,812	-	-
OVERALL CATCHMENT TOTAL	100.0%	£20,258,119		

Notes

1. Trade Draw based on GVA Professional Judgement
2. Zonal Expenditure relates to overall expenditure capacity in zone (i.e. main food and top-up aggregated)

TABLE 10A - NEW TESCO PENISTONE - TRADING CHARACTERISTICS

	Net Convenience Floorspace	Benchmark Sales Density (£ / m^2)	2016 TURNOVER (£)	2016 TURNOVER (£)	2016 TURNOVER LESS INFLOW (10%)
PROPOSED TESCO [PENISTONE]	1,553	£12,842	£19,937,205	£20,258,119	£18,232,307

TABLE 10B - TRADE IMPACT ASSESSMENT (2016)

Store	SURVEY TURNOVER 2016	PROPOSED TRADE DRAW (%)	PROPOSED TRADE DRAW (£)	2016 TURNOVER [POST PROPOSAL]	TRADING IMPACT (2016)	2016 BENCHMARK TURNOVER	TRADING BALANCE
ASDA [BARNSLEY]	£83,608,729	32.5%	£5,925,500	£77,683,229	7.1%	£44,816,052	£32,867,177
MORRISON'S [BARNSLEY]	£71,713,698	37.5%	£6,837,115	£64,876,582	9.5%	£35,016,611	£29,859,971
TESCO [WOMBWELL]	£42,513,381	12.5%	£2,279,038	£40,234,342	5.4%	£58,823,576	-£18,589,234
TOTAL	£197,835,807		£15,041,654	£182,794,153	7.6%	£138,656,239	£44,137,914
M&S FOODHALL	£2,154,958	0.0%	£0	£2,154,958	0.0%	£7,308,894	-£5,153,936
ICELAND [PEEL ST.]	£3,767,457	0.0%	£0	£3,767,457	0.0%	£2,795,025	£972,432
LOCAL SHOPS [BARNSLEY]	£14,402,526	0.0%	£0	£14,402,526	0.0%	-	-
OTHER	-	17.5%	£3,190,654	-	-	-	-
OVERALL TOTAL		100.0%	£18,232,307				

Notes

1. Trade draw based on GVA Professional Judgement; new foodstore likely to compete on direct like-for-like basis with other large mainstream foodstores

Table 11A - LIDL BARNSLEY TURNOVER

	Net Convenience Floorspace (sqm)	Benchmark Sales Density (£ / m^2)	2011 Benchmark (£)	2016 Benchmark (£)
LIDL [PEEL STREET, BARNSLEY]	1,029	£2,987	£3,073,026	£3,122,490

Table 11B - TRADE DRAW OF LIDL BARNSLEY FOODSTORE (2016)

ZONE	TRADE DRAW (%)	TURNOVER (£)	ZONAL EXPENDITURE (£)	ZONAL MARKET SHARE (%)
ZONE 1	80.0%	£2,497,992	£120,246,296	2.1%
ZONE 2	2.5%	£78,062	£51,299,555	0.2%
ZONE 3	2.5%	£78,062	£61,644,403	0.1%
ZONE 4	2.5%	£78,062	£70,664,532	0.1%
ZONE 5	2.5%	£78,062	£102,809,054	0.1%
CATCHMENT TOTAL	90.0%	£2,810,241	£406,663,840	0.7%
INFLOW	10.0%	£312,249	-	-
OVERALL CATCHMENT TOTAL	100.0%	£3,122,490		

Notes

1. Trade Draw based on GVA Professional Judgement
2. Zonal Expenditure relates to overall expenditure capacity in zone (i.e. main food and top-up aggregated)

TABLE 12A - LIDL BARNSLEY - TRADING CHARACTERISTICS

	Net Convenience Floorspace	Benchmark Sales Density (£ / m^2)	2011 TURNOVER (£)	2016 TURNOVER (£)	2016 TURNOVER LESS INFLOW
LIDL [Peel Street, Barnsley]	1,029	£2,987	£3,073,026	£3,122,490	£2,810,241

TABLE 12B - LIDL BARNSLEY TRADE IMPACT ASSESSMENT (2016)

Store	SURVEY TURNOVER 2016	PROPOSED TRADE DRAW (%)	PROPOSED TRADE DRAW (£)	2016 TURNOVER	TRADING IMPACT (2016)	2016 BENCHMARK TURNOVER	TRADING BALANCE
ASDA [BARNSLEY]	£83,608,729	5.0%	£140,512	£83,468,217	0.2%	£44,816,052	£38,652,165
MORRISON'S [BARNSLEY]	£71,713,698	12.5%	£351,280	£71,362,417	0.5%	£35,016,611	£36,345,806
TESCO [WOMBWELL]	£42,513,381	2.5%	£70,256	£42,443,124	0.2%	£58,823,576	-£16,380,452
TOTAL	£197,835,807		£562,048	£197,273,759	0.3%	£138,656,239	£58,617,519
M&S FOODHALL	£2,154,958	0.5%	£14,051	£2,140,906	0.7%	£7,308,894	-£5,167,988
ICELAND [PEEL ST.]	£3,767,457	27.5%	£772,816	£2,994,641	20.5%	£2,795,025	£199,616
LOCAL SHOPS [BARNSLEY]	£14,402,526	22.5%	£632,304	£13,770,221	4.4%	-	-
OTHER	-	29.5%	£829,021	-	-	-	-
OVERALL TOTAL		100.0%	£2,810,241				

Notes

1. Trade draw based on GVA Professional Judgement

Table 13A - ALDI BARNSLEY TURNOVER

	Net Convenience Floorspace (sqm)	Benchmark Sales Density (£ / m^2)	2011 Benchmark (£)	2016 Benchmark (£)
ALDI [Barugh Green]	792	£4,750	£3,762,000	£3,822,554

Table 13B - TRADE DRAW OF ALDI BARNSLEY FOODSTORE (2016)

ZONE	TRADE DRAW (%)	TURNOVER (£)	ZONAL EXPENDITURE (£)	ZONAL MARKET SHARE (%)
ZONE 1	85.0%	£3,249,171	£120,246,296	2.7%
ZONE 2	5.0%	£191,128	£51,299,555	0.4%
ZONE 3	0.0%	£0	£61,644,403	0.0%
ZONE 4	10.0%	£382,255	£70,664,532	0.5%
ZONE 5	0.0%	£0	£102,809,054	0.0%
CATCHMENT TOTAL	100.0%	£3,822,554	£406,663,840	0.9%
INFLOW	0.0%	£0	-	-
OVERALL CATCHMENT TOTAL	100.0%	£3,822,554		

Notes

1. Trade Draw based on GVA Professional Judgement
2. Zonal Expenditure relates to overall expenditure capacity in zone (i.e. main food and top-up aggregated)

TABLE 14A - ALDI BARNSLEY - TRADING CHARACTERISTICS

	Net Convenience Floorspace	Benchmark Sales Density (£ / m^2)	2011 TURNOVER (£)	2016 TURNOVER (£)
ALDI [Barugh Green]	792	£4,750	£3,762,000	£3,822,554

TABLE 14B - ALDI BARNSLEY TRADE IMPACT ASSESSMENT (2016)

Store	SURVEY TURNOVER 2016	PROPOSED TRADE DRAW (%)	PROPOSED TRADE DRAW (£)	2016 TURNOVER	TRADING IMPACT (2016)	2016 BENCHMARK TURNOVER	TRADING BALANCE
ASDA [BARNSLEY]	£83,608,729	0.5%	£19,113	£83,589,616	0.0%	£44,816,052	£38,773,564
MORRISON'S [BARNSLEY]	£71,713,698	0.5%	£19,113	£71,694,585	0.0%	£35,016,611	£36,677,974
TESCO [WOMBWELL]	£42,513,381	0.0%	£0	£42,513,381	0.0%	£58,823,576	-£16,310,196
TOTAL	£197,835,807		£38,226	£197,797,581	0.0%	£138,656,239	£59,141,342
M&S FOODHALL	£2,154,958	0.5%	£19,113	£2,135,845	0.9%	£7,308,894	-£5,173,049
ICELAND [PEEL ST.]	£3,767,457	0.5%	£19,113	£3,748,344	0.5%	£2,795,025	£953,319
LOCAL SHOPS [BARNSLEY]	£14,402,526	0.5%	£19,113	£14,383,413	0.1%	-	-
OTHER	-	97.5%	£3,726,990	-	-	-	-
OVERALL TOTAL		100.0%	£3,822,554				

Notes

1. Trade draw based on GVA Professional Judgement

Table 15A - HOYLAND FOODSTORE TURNOVER

	Net Convenience Floorspace (sqm)	Benchmark Sales Density (£ / m^2)	2011 Benchmark (£)	2016 Benchmark (£)
Market Street, Hoyland	1,346	£12,842	£17,290,469	£17,568,781

Table 15B - TRADE DRAW OF HOYLAND FOODSTORE (2016)

ZONE	TRADE DRAW (%)	TURNOVER (£)	ZONAL EXPENDITURE (£)	ZONAL MARKET SHARE (%)
ZONE 1	0.0%	£0	£120,246,296	0.0%
ZONE 2	0.0%	£0	£51,299,555	0.0%
ZONE 3	95.0%	£16,690,342	£61,644,403	27.1%
ZONE 4	0.0%	£0	£70,664,532	0.0%
ZONE 5	0.0%	£0	£102,809,054	0.0%
CATCHMENT TOTAL	95.0%	£16,690,342	£406,663,840	4.1%
INFLOW	5.0%	£878,439	-	-
OVERALL CATCHMENT TOTAL	100.0%	£17,568,781		

Notes

1. Trade Draw based on GVA Professional Judgement
2. Zonal Expenditure relates to overall expenditure capacity in zone (i.e. main food and top-up aggregated)

TABLE 16A - HOYLAND FOODSTORE - TRADING CHARACTERISTICS

	Net Convenience Floorspace	Benchmark Sales Density (£ / m^2)	2011 TURNOVER (£)	2016 TURNOVER (£)	2016 TURNOVER LESS INFLOW (5%)
Market Street, Hoyland	1,346	£12,842	£17,290,469	£17,429,208	£16,557,748

TABLE 16B - TRADE IMPACT ASSESSMENT (2016)

Store	SURVEY TURNOVER 2016	PROPOSED TRADE DRAW (%)	PROPOSED TRADE DRAW (£)	2016 TURNOVER	TRADING IMPACT (2016)	2016 BENCHMARK TURNOVER	TRADING BALANCE
ASDA [BARNSLEY]	£83,608,729	5.0%	£827,887	£82,780,841	1.0%	£44,816,052	£37,964,789
MORRISON'S [BARNSLEY]	£71,713,698	15.0%	£2,483,662	£69,230,035	3.5%	£35,016,611	£34,213,424
TESCO [WOMBWELL]	£42,513,381	45.0%	£7,450,986	£35,062,394	17.5%	£58,823,576	-£23,761,182
TOTAL	£197,835,807		£10,762,536	£187,073,271	5.4%	£138,656,239	£48,417,031
M&S FOODHALL	£2,154,958	0.0%	£0	£2,154,958	0.0%	£7,308,894	-£5,153,936
ICELAND [PEEL ST.]	£3,767,457	0.0%	£0	£3,767,457	0.0%	£2,795,025	£972,432
LOCAL SHOPS [BARNSLEY]	£14,402,526	0.0%	£0	£14,402,526	0.0%	-	-
OTHER	-	35.0%	£5,795,212	-	-	-	-
OVERALL TOTAL		100.0%	£16,557,748				

Notes

1. Trade draw based on GVA Professional Judgement

Table 17A - NEW FOODSTORE TURNOVER [PEEL CENTRE]

	Proposed Net Sales	Net Convenience Floorspace	'Benchmark' Sales Density (£ / m^2)	2011 Benchmark (£)	2016 Benchmark (£)
PROPOSED NEW FOODSTORE	8,262	4,957	£12,684	£62,877,125	£63,889,211

Notes

1. Net Convenience Sales Floorspace based on 60:40 Split
2. Sales Density Rates at -0% (2011-12); 0.4% p.a. (2012-2016)
3. Sales Density (£/sqm) based on average of Sainsbury's and Tesco company benchmark (Verdict) given existing Asda and Morrison's representation

Table 17B - TRADE DRAW OF NEW FOODSTORE (2016)

ZONE	TRADE DRAW (%)	TURNOVER (£)	ZONAL EXPENDITURE (£)	ZONAL MARKET SHARE (%)
ZONE 1	40.0%	£25,555,684	£120,246,296	21.3%
ZONE 2	5.0%	£3,194,461	£51,299,555	6.2%
ZONE 3	2.5%	£1,597,230	£61,644,403	2.6%
ZONE 4	32.5%	£20,763,994	£70,664,532	29.4%
ZONE 5	15.0%	£9,583,382	£102,809,054	9.3%
CATCHMENT TOTAL	95.0%	£60,694,751	£406,663,840	14.9%
INFLOW	5.0%	£3,194,461	-	-
OVERALL CATCHMENT TOTAL	100.0%	£63,889,211		

Notes

1. Benchmark sales density taken from the Council's Retail Impact Analysis (May 2011)
2. Trade Draw based on GVA Professional Judgement
3. Zonal Expenditure relates to overall expenditure capacity in zone (i.e. main food and top-up aggregated)

TABLE 18A - NEW FOODSTORE - TRADING CHARACTERISTICS

	Net Convenience Floorspace	Benchmark Sales Density (£ / m^2)	2011 BENCHMARK (£)	2016 BENCHMARK (£)
PROPOSED FOODSTORE	4,957	£12,684	£62,877,125	£63,889,211

TABLE 18B - TURNOVER COMPOSITION (2016)

Foodstore Turnover (2016)	% Turnover	£
Clawback	25.0%	£15,972,303
Trade Diversion	70.0%	£44,722,448
Inflow	5.0%	£3,194,461
TOTAL	100.0%	£63,889,211

Notes

1. Turnover Composition based on E&L Foodstore Assessment Note (May 2011) which identifies that a large new foodstore turnover would comprise 25% clawback and 5% inflow

TABLE 18C - TRADE IMPACT ASSESSMENT (2016)

Store	SURVEY TURNOVER 2016	PROPOSED TRADE DRAW (%)	PROPOSED TRADE DRAW (£)	2016 TURNOVER	TRADING IMPACT (2016)	2016 BENCHMARK TURNOVER	TRADING BALANCE
ASDA [BARNSLEY]	£83,608,729	50.0%	£22,361,224	£61,247,505	26.7%	£44,816,052	£16,431,453
MORRISON'S [BARNSLEY]	£71,713,698	30.0%	£13,416,734	£58,296,963	18.7%	£35,016,611	£23,280,352
TESCO [WOMBWELL]	£42,513,381	15.0%	£6,708,367	£35,805,013	15.8%	£58,823,576	-£23,018,563
TOTAL	£197,835,807		£42,486,325	£155,349,482	21.5%	£138,656,239	£16,693,242
M&S FOODHALL	£2,154,958	0.5%	£223,612	£1,931,345	10.4%	£7,308,894	-£5,377,549
ICELAND [PEEL ST.]	£3,767,457	0.5%	£223,612	£3,543,845	5.9%	£2,795,025	£748,820
LOCAL SHOPS [BARNSLEY]	£14,402,526	0.5%	£223,612	£14,178,913	1.6%	-	-
OTHER	-	3.5%	£1,565,286	-	-	-	-
OVERALL TOTAL		100.0%	£44,722,448				

Notes

1. Trade draw based on GVA Professional Judgement; new foodstore likely to compete on direct like-for-like basis with other large mainstream foodstores
2. Benchmark sales density taken from Barnsley's Retail Impact Analysis, May 2011.

TABLE 19A - CUMULATIVE IMPACT

	Net Convenience Floorspace	Benchmark Sales Density (£ / m^2)	2011 BENCHMARK TURNOVER	2016 BENCHMARK TURNOVER (£)	2016 TURNOVER [LESS CLAWBACK / INFLOW]
TESCO [PENISTONE]	1,553	£12,842	£19,937,205	£20,258,119	£18,232,307
LIDL [PEEL STREET, BARNSLEY]	1,029	£2,987	£3,073,026	£3,122,490	£2,810,241
ALDI [BARUGH GREEN]	792	£4,750	£3,762,000	£3,822,554	£3,822,554
PROPOSED FOODSTORE [HOYLAND]	1,346	£12,842	£17,290,469	£17,429,208	£16,557,748
PROPOSED FOODSTORE [PEEL CENTRE]	4,957	£12,684	£62,877,125	£63,889,211	£44,722,448

TABLE 19B - CUMULATIVE TRADE IMPACT ASSESSMENT (2016)

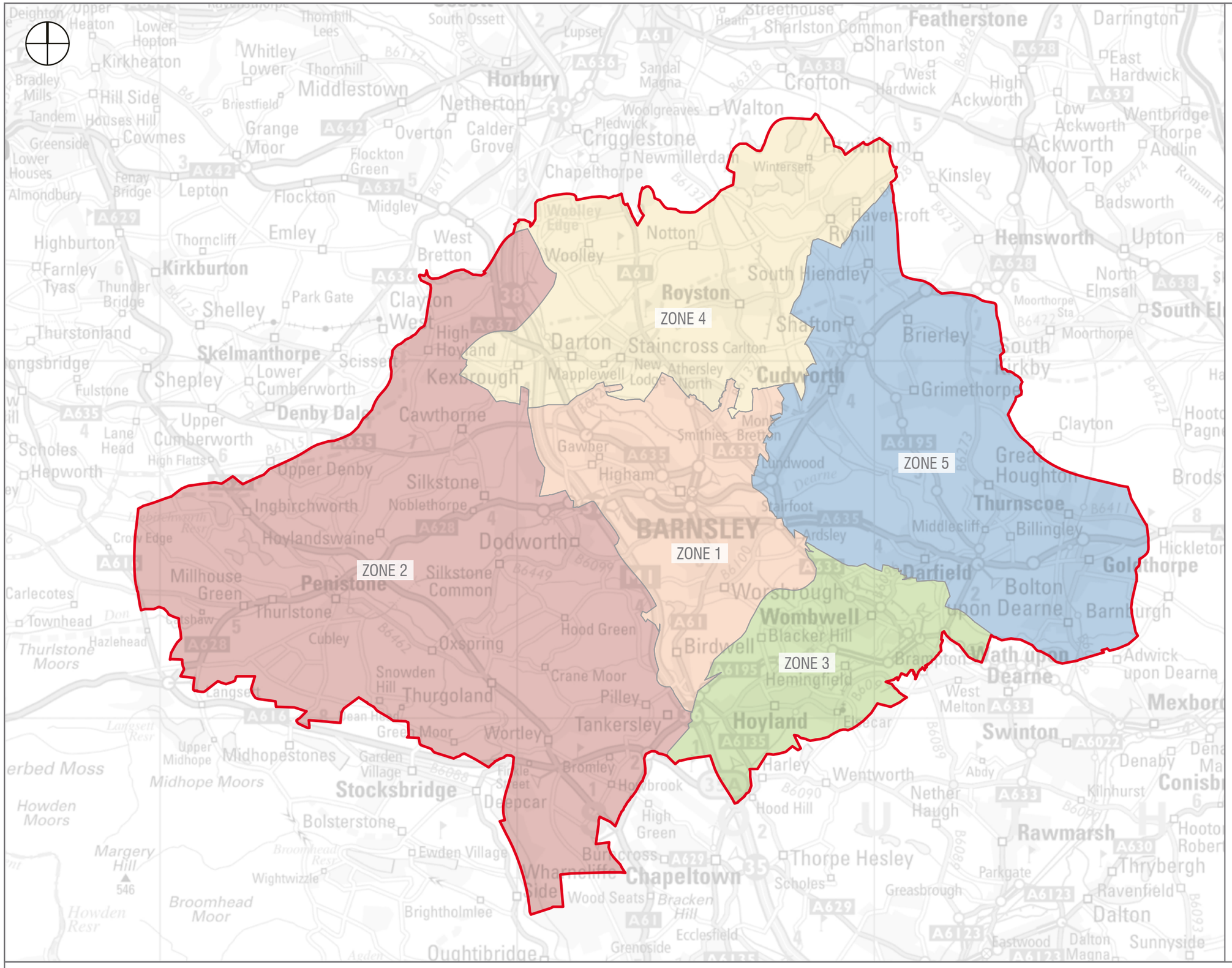
		TESCO PENISTONE		LIDL BARNSLEY		ALDI BARUGH GREEN		HOYLAND		PEEL CENTRE					
Store	SURVEY TURNOVER 2016	PROPOSED TRADE DRAW (%)	PROPOSED TRADE DRAW (£)	PROPOSED TRADE DRAW (%)	PROPOSED TRADE DRAW (£)	PROPOSED TRADE DRAW (%)	PROPOSED TRADE DRAW (£)	PROPOSED TRADE DRAW (%)	PROPOSED TRADE DRAW (£)	PROPOSED TRADE DRAW (%)	PROPOSED TRADE DRAW (£)	2016 TURNOVER [POST PROPOSAL]	TRADING IMPACT (2016)	2016 BENCHMARK TURNOVER	TRADING BALANCE
ASDA [BARNSLEY]	£83,608,729	32.5%	£5,925,500	5.0%	£140,512	0.5%	£19,113	5.0%	£827,887	50.0%	£22,361,224	£54,334,493	33.8%	£44,816,052	£9,518,441
MORRISON'S [BARNSLEY]	£71,713,698	37.5%	£6,837,115	12.5%	£351,280	0.5%	£19,113	15.0%	£2,483,662	30.0%	£13,416,734	£48,605,793	28.2%	£35,016,611	£13,589,182
TESCO [WOMBWELL]	£42,513,381	12.5%	£2,279,038	2.5%	£70,256	0.0%	£0	45.0%	£7,450,986	15.0%	£6,708,367	£26,004,732	21.1%	£58,823,576	-£32,818,844
MAIN FOODSTORES TOTAL	£197,835,807	82.5%	£15,041,654	20.0%	£562,048	1.0%	£38,226	65.0%	£10,762,536	95.0%	£42,486,325	£128,945,018	29.1%	£138,656,239	-£9,711,221
M&S FOODHALL	£2,154,958	0.0%	£0	0.5%	£14,051	0.5%	£19,113	0.0%	£0	0.5%	£223,612	£1,898,181	10.4%	£7,308,894	-£5,410,713
ICELAND [PEEL ST.]	£3,767,457	0.0%	£0	27.5%	£772,816	0.5%	£19,113	0.0%	£0	0.5%	£223,612	£2,751,916	5.9%	£2,795,025	-£43,109
LOCAL SHOPS [BARNSLEY]	£14,402,526	0.0%	£0	22.5%	£632,304	0.5%	£19,113	0.0%	£0	0.5%	£223,612	£13,527,496	-	-	-
OTHER	-	17.5%	£3,190,654	29.5%	£829,021	97.5%	£3,726,990	35.0%	£5,795,212	3.5%	£1,565,286	-	-	-	-
OTHER TOTAL	£20,324,940	17.5%	£3,190,654	80.0%	£2,248,193	99.0%	£3,784,329	35.0%	£5,795,212	5.0%	£2,236,122				
OVERALL TOTAL		100.0%	£18,232,307	100.0%	£2,810,241	100.0%	£3,822,554	100.0%	£16,557,748	100.0%	£44,722,448				

Notes

1. Trade draw based on GVA Professional Judgement; new foodstore likely to compete on direct like-for-like basis with other large mainstream foodstores

Appendix II

Barnsley Retail Study Catchment Plan



Survey Boundary

Zone 1 -
S70 1-6; S71 1-2; S75 1-2

Zone 2 -
S35 7; S36 6-9; S75 3-4

Zone 3 -
S73 0; S73 8; S74 0; S74 8-9

Zone 4 -
S71 3-4; S75 5-6; WF4 2

Zone 5 -
S63 0; S63 8-9; S71 5; S72 0; S72 7-9; S73 9

NB: Survey Zones as per
Barnsley Retail Study (DTZ, 2007)

Barnsley Retail Study Update

Catchment Plan

GVA Grimley