



Nathaniel Lichfield
and Partners

Planning Design Economics

Retail Assessment

Blockley Co-operative
Association

24 February 2011

Nathaniel Lichfield
and Partners
14 Regent's Wharf
All Saints Street
London N1 9RL

nlplanning.com

© Nathaniel Lichfield & Partners Ltd 2011. Trading as Nathaniel Lichfield and Partners.

All Rights Reserved.

Registered Office:

14 Regent's Wharf

All Saints Street

London N1 9RL

All plans within this document produced by NLP are based upon Ordnance Survey mapping with the permission of Her Majesty's Stationery Office. © Crown Copyright reserved. Licence number AL50684A

Contents

1.0	Introduction	1
2.0	Policy Context	3
	National Planning Policy	3
	Cotswold District Local Plan 2001-2011 (Adopted April 2006)	4
3.0	Retail Analysis	4
	Blockley Village and its Catchment Area	4
	Blockley Village Shop	6
	Benefits of the Blockley Village Shop Proposals	6
4.0	Conclusions	9

1.0 **Introduction**

1.1 Nathaniel Lichfield and Partners (NLP) has been instructed by the Blockley Co-operative Association (BCA) to prepare a retail assessment for the proposed replacement convenience store at Brockley Village. It addresses the requirements set out in the Government's Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4) and provides an analysis of:

- 1 national and local policy objectives for local shopping provision;
- 2 retail expenditure capacity in Blockley Village's local catchment area; and
- 3 the benefits of improving shopping provision in Blockley in terms of expenditure retention and trip reduction.

1.2 The planning proposal is to relocate the existing village shop to an adjacent site, which will enable a modest increase in floor area and the provision of additional services.

1.3 The proposed new shop unit will provide 224 sq m gross, with a retail sales area of 145 sq m net. BCA will transfer its business to the new shop unit. The existing shop premises are not available for BCA to purchase or occupy on a viable long term basis. The existing premises are just under 100 sq m gross.

1.4 BCA's business includes a Post Office operating three days a week on an outreach basis from Evesham. This facility will be retained in the new premises.

2.0 **Policy Context**

2.1 This section of the report reviews National and Development Plan policy which is relevant to this planning application.

National Planning Policy

2.2 PPS1 “Delivering Sustainable Development” (February 2005) supports the principle of sustainable development.

2.3 PPS1 identifies that the Government is committed to promoting a strong, stable and productive economy that aims to bring jobs and prosperity for all (para. 23). The Guidance states that planning authorities should ensure that suitable locations are available for industrial, commercial, retail, public sector, tourism and leisure developments so that the economy can prosper and provide for improved productivity, choice and competition, particularly when technological and other requirements of modern business are changing rapidly. They should recognise that all local economies are subject to change and planning authorities should be sensitive to these changes and the implications for development and growth.

2.4 PPS4 “Planning for Sustainable Economic Growth” (December 2009), replaces PPS6 “Planning for Town Centres” 2005 as well as PPG4, PPG5 and parts of PPS7 and PPG13.

2.5 PPS4 places retail development in its wider context, as ‘economic development’, and removes the ‘need’ test for determining planning applications. Planning applications will be determined on the basis of compliance with the sequential approach and a revised ‘impact’ assessment.

2.6 In relation to rural economic development, Policy EC6 suggests development away from settlements should be strictly controlled and local planning authorities should identify local service centres. Large villages are the preferred location for new economic development, where employment, housing, services and other facilities can be provided close together. The planning authority’s development plan should also remedy any identified deficiencies in local shopping and other facilities to serve people’s day-to-day needs and help address social inclusion.

2.7 Policy EC10 sets the overarching policy for the determination of applications for economic development. It states that local planning authorities should adopt a positive and constructive approach towards planning applications for economic development and that planning applications that secure sustainable economic growth should be treated favourably.

2.8 Policy EC12 also supports economic development which enhances the vitality and viability of rural service centres. Local planning authorities are encouraged to support small scale development where it provides the most sustainable option in villages that are remote from local service centres, even where the village is not readily accessible by public transport.

- 2.9 Policy EC13 specifically relates to planning applications affecting shops and services in villages. Local authorities are required to consider the importance of the shop or service to the local community. In this case failure to grant planning permission will result in the loss of the only convenience shop and post office in the village, and therefore the expected impact of this scenario must be carefully considered. In addition local authorities are required to respond positively to planning applications that extend or improve local shops.
- 2.10 An assessment addressing the impacts in Policy EC16.1 is required for planning applications for retail and leisure developments over 2,500 sq m gross floorspace. The proposed replacement shop is only 125.5 sq m gross (an increase of about 25 sq m gross, and therefore a retail impact assessment is not required).

Cotswold District Local Plan 2001-2011 (Adopted April 2006)

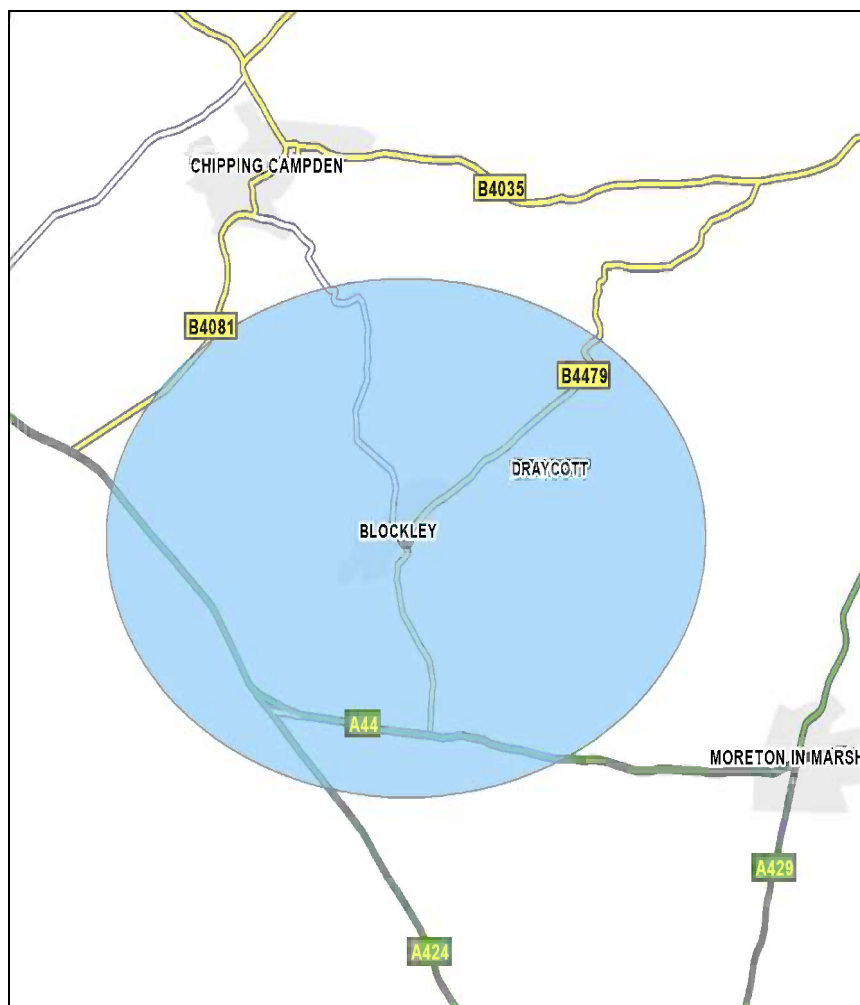
- 2.11 The statutory development plan for the site comprises the Cotswold District Local Plan 2001-2011 which was adopted in April 2006. Following changes to the plan making system a number of polices have been saved for development control purposes. The saved polices relevant to this application are summarised below.
- 2.12 The Local Plan seeks to focus retail development in the principal settlements and designated commercial centres (Policy 25). Blockley is not a principal settlement and is not a designated commercial centre, therefore criteria 6 and 7 of Policy 25 apply. Policy 25 allows commercial development within villages such as Blockley provided that the development is appropriate in terms of use, size, scale and function, and where the development would enhance the village's viability and help meet the needs of the local community. Development should be easily and conveniently accessible to the local community, and will reduce the need for local people to travel.
- 2.13 The supporting text to Policy 32 also recognises that local people should have access to basic services and facilities. Protecting existing community facilities and making provision for new community uses are priorities, in order to tackle rural access problems and achieve vibrant, viable and supportive communities. The role of village shops in providing community facilities is recognised.

3.0 Retail Analysis

Blockley Village and its Catchment Area

- 3.1 The Blockley Village Shop currently serves the built up area of Blockley village and the surrounding rural hinterland. It also caters for the needs of tourist visitors to the area. The primary catchment area of the village is shown below. This catchment area has a resident population of 2,312 people (Source Experian 2009 estimate).

- 3.2 Experian's local expenditure estimates (see appendix) indicate that the average expenditure per person in 2009 within the catchment area is £3,237 per annum on comparison goods (non-food durable goods) and £2,049 per annum on convenience goods (food and grocery). Total expenditure available within the catchment area is £7.484 million for comparison goods and £4.691 million for convenience goods.



- 3.3 Based on our experience, between 20% to 30% of convenience goods expenditure is usually spent during top-up shopping trips usually at local shops, i.e. trips made separately from main weekly shopping trips. Main or bulk food shopping trips usually account for 70% to 80% of convenience expenditure. For comparison shopping we would normally expect about 5% to 10% of expenditure to be spent at local shops e.g. health/beauty and small household products,
- 3.4 Taking the lower figures (20% and 5%), Blockley's local catchment generates £938,000 convenience expenditure per annum for top-up shopping and £374,000 comparison expenditure, or £1.312 million in total. These figures exclude any passing trade potential or tourist expenditure.

Blockley Village Shop

- 3.5 The Blockley Village Shop generated a turnover of approximately £480,000 in 2009, of which approximately £390,000 related to convenience goods, with the majority of the remainder generated by the café.
- 3.6 The proposed new shop is expected to increase the convenience good turnover of the store by approximately £70,000 per annum, i.e. £390,000 to £460,000.
- 3.7 The shop also provides an important post office facility for local residents.

Trade Draw

- 3.8 Visitors from outside the local area generated about 16% of the shop's turnover, and over 26% of the café turnover. The shop's convenience turnover generated from residents in the village and surrounding catchment area was about £325,000 in 2009, with £65,000 generated by visitors.
- 3.9 Based on the catchment area's total convenience spending potential (£4.691 million) the village shop currently retains only 6.9% of all convenience goods convenience expenditure. If local top-up shopping trips account for 20% of convenience expenditure as a minimum then this suggests at least £613,000 of top-up convenience shopping expenditure is leaking from Blockley's catchment area, i.e. to stores in Chipping Campden and Moreton-in-Marsh or further afield. There is significant potential to increase this level of expenditure retention.
- 3.10 The nearest convenience shops outside Blockley are located in Chipping Campden (One Stop and Co-op) and Moreton-in-Marsh (Co-op, Tesco and Budgens). These stores are located 3.3 and 4 miles from Blockley (6.6 and 8 mile round trips by car).
- 3.11 The proposed new enlarged store will increase convenience goods expenditure retention in Blockley's local catchment from £325,000 to £395,000. This is a modest increase in market share of all convenience goods expenditure, from 6.9% to 8.4%.

Benefits of the Blockley Village Shop Proposals

- 3.12 The proposed new Blockley Village Shop will safeguard an important local facility, ensuring residents have excellent access to vital day to day products and post office services. If the village shop were to close and not replaced then local residents who currently use the facility will be required to make a minimum round trip of 6 miles to do their local top-up shopping and visit the post office.
- 3.13 Based on an average spend of £10 per top-up shopping trip, the existing village shop attracts 32,500 trips per annum from local residents. The replacement store is expected to increase this to 39,500 trips, an additional 7,000 trips per annum. The saving in car miles travelled (assuming an average 7.3 mile round trip saved) could be 51,100 miles per annum (7,000 trips x 7.3 miles).
- 3.14 If the existing shop closes and is not replaced then the additional car mileage generated will be 237,250 miles per annum (32,500 trips x 7.3 miles). This excludes the loss of post office trips not linked with shopping.

3.15

The overall benefit of the proposed new shop just in terms of car miles travelled by local residents will be 288,350 fewer miles per annum. (If the average car produces 130g/km the saving is 58,977,000g (or 59 tonnes) of CO₂ per annum. If the average is 180g/km the annual saving is 83 tonnes).

4.0 **Conclusions**

- 4.1 National and local policy supports the provision of appropriate scale local shopping/service facilities in villages, and policies seek to protect local shops. Improvements to local shopping provision in villages is encouraged.
- 4.2 The existing village shop is an important facility attracting both local residents and catering for tourist visitors. However its market share of convenience goods expenditure within the local catchment area is relatively small (6.9%) and there is significant potential to increase this market share. The proposed enlarged replacement store will result in a modest increase in the village's market share 6.9% to 8.4%. This increase will bring sustainability benefits in terms of reduced car travel.
- 4.3 If the village shop closes and is not replaced then this will have a significant adverse impact. It will undermine local residents' access to vital day to day shopping facilities and will result in longer top-up shopping trips to surrounding settlements. We estimate the increase in car mileage from local residents will be 195,000 per annum.
- 4.4 If the village shop is improved it will reduce car mileages by 51,100 miles per annum, as well as improving choice and the range of goods available locally. The affect of not replacing the shop will be a net increase in overall car mileage of 237,250 per annum, excluding the loss of post office trips not linked with shopping.
- 4.5 The increase in shop size proposed is modest and is appropriate in terms of use, size, scale and function it is highly consistent with national and local planning policy it will safeguard and enhance the village's viability and help meet the needs of the local community.
- 4.6 Overall, it is a particularly sustainable project in terms of providing for the day to day needs of residents/visitors, maintaining a focus within the village and saving unnecessary travel by car.

Appendix 1 Experian Profile Report

Area Profile Report

Target Area(s): Layers; : 3.0 Kilometers
Base Area(s): Standard Geography; United Kingdom
Sorted On: Default (Ascending)
Date: 22/02/2011

Retail Planner

Consumer Retail Expenditure (Coarse)

2009 Total Expenditure per Person (in 2009 prices)

	Target	Target %	Base	Base %	Penetration
Total Retail per Person					
Total Comparison per Person	3,237	61.24	2,836	60.48	114.156
Total Convenience per Person	2,049	38.76	1,853	39.52	110.575
Total Retail per Person	5,286	100.00	4,689	100.00	112.741

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration
2001 Census Totals					
Total Resident Population (Age)	1,915	0.00	58,791,867	0.00	0.003
Total Private Households (Tenure)	877	0.00	24,479,786	0.00	0.004

2010 Experian Ltd
 2010 Experian Ltd, Data from the Expenditure and Food Survey 2007-08 has been made available by the Office for National Statistics and has been used by permission. The ONS do not bear any responsibility for the analysis

Area Profile Report 2009 Population

Target Area(s): Layers; : 3.0 Kilometers
 Base Area(s): Standard Geography; United Kingdom
 Sorted On: Default (Ascending)
 Date: 23/02/2011

Retail Planner

Summary Demographics - Household and Population Estimates 2009

	Target	Target %	Base	Base %	Penetration
Household and Population Estimates 2009: Totals					
Population estimate 2009	2,312	0.00	61,861,552	0.00	0.004
Household estimate 2009	1,025	0.00	26,569,236	0.00	0.004

Population estimate 2009

Population Estimates 2009 - Summary

	Target	Target %	Base	Base %	Penetration
Children and infants 0-15					
Males 0-15	166	7.19	5,904,529	9.54	0.003
Females 0-15	159	6.86	5,625,209	9.09	0.003
Population estimate 2009	2,312	100.00	61,861,552	100.00	0.004

	Target	Target %	Base	Base %	Penetration
Adults of Working Age					
Males 16-64	730	31.58	20,073,631	32.45	0.004
Females 16-59	602	26.03	18,254,555	29.51	0.003
Population estimate 2009	2,312	100.00	61,861,552	100.00	0.004

	Target	Target %	Base	Base %	Penetration
Adults of Retirement Age					
Males 65+	259	11.18	4,431,393	7.16	0.006
Females 60+	396	17.15	7,572,235	12.24	0.005
Population estimate 2009	2,312	100.00	61,861,552	100.00	0.004