

DENVILLES WELCOME SUPPORTING STATEMENT. 8/5/2014

To introduce myself, I am Richard Dance and, along with my family, have been operating convenience stores in the local area for 28 years now. I am a franchisee of the Southern Co-operative and have their supply chain support and resources to call upon.

The Nisa convenience store situated in Snowberry Crescent, Denvilles had been open for business now for about six years, trading with a poor customer offer and only a limited amount of success causing local people to leave the area and shop further afield.

I purchased the business from the previous owner to trade in only part of the existing building creating a smaller, more appropriate shopping amenity for the area.

After a closure of about two months the new store was given a new lease of life thanks to a major investment programme that upgraded and modernised it. We have also, I am pleased to say, created 15 new jobs, mainly for people from the local community.

One of the new services I have introduced to the store and local community is a new Instore bakery that offers freshly baked off bread, pastries and rolls that has been very well received and is one of our key early morning offerings to the local area as well as locally produced filled rolls for customers leaving early on their way to work.

The store was re-opened on 9th April as Welcome, Denvilles and has been received with an overwhelmingly positive response from the local community and the feedback has been great. Around 80 people turned out to watch the Mayor of Havant cut the ribbon.

My absolute aim is to make sure this much needed store is an ongoing success and able to continue serving the local public and provide employment long into the future, making the store a real hub for the local community. We have already donated £200 to the Warblington Community Pre-school and intend to a lot more of this going forward.

To his end and to meet the modern demands and expectations of the local shoppers, I would like to slightly extend the store's opening hours by one hour in the morning (except Sunday) and one hour in the evening. The new standard hours being from 0600 (0700 Sunday) to 2200.

This will mean that we are more likely to be open when customers need us, avoiding journeys elsewhere. Many people now work and plan their lives around far more flexible times than when the current approved opening hours were put in place.

Evidence of my other outlets suggests that these will be relatively quiet trading times and cause little noticeable impact to local residents, but provide a valuable facility to people who do need to shop in these extra hours.

We would not be seeking to change any of the other planning restrictions currently in place.