

Ref: BF/EK/4507/09(15June20) HB Council

Havant Borough Council
Development Control
Public Service Plaza
Havant
PO9 2AX



15 June 2020

Dear Lesley

**PLANNING APPLICATION REF. APP/20/00316 AT 37 BELMONT GROVE, HAVANT, PO9 3PT
RETAIL IMPACT ASSESSMENT**

In response to your request dated 26 May 2020, we provide further commentary in respect of 'retail impact'. You will note that the Planning Design and Access Statement submitted as part of the original submission package provided a brief assessment at paragraphs 5.5 to 5.11, however, we provide further commentary below.

The proposed net sales area is 235sqm, which we note exceeds the threshold area for small local shops outside of Town, District and Local Centres specified within Policy DM19 of the Borough's Local Plan. The application site is defined in policy terms as an 'out-of-centre' location (although the site could be argued to be 'edge of centre' being within 300m walking distance of Bedhampton Local Centre). Whilst the threshold for a retail impact assessment under paragraph 89 of the NPPF is development in excess of 2,500sqm, for robustness we provide a brief impact assessment below.

The site is located opposite a series of small local shops, including a hairdresser, news agency with small convenience offering, barber shop and a vacant estate agent's office, which at the time of carrying out a site visit on 2 August 2019, appeared to be in the process of being converted to a beauticians. As such, the application site essentially falls within an undefined local centre, which serves the needs of the small catchment it sits within and supplements the surrounding defined local centres.

The proposal seeks to deliver a small-scale store which will serve the local catchment and complement the existing offer within Bedhampton/ Havant. The profile of customers will comprise those living nearby who will generally walk to the store to undertake their regular top-up shopping, possibly as a linked trip with nearby uses. We note that Policy DM19 recognises the importance of small shops outside of the identified town, district and local centres of the Borough for residents' everyday needs and easy access.

A Co-op store will typically include products such as fresh fruit, vegetables and meat; bread and other bakery products; freshly prepared ready meals; as well as a limited supply of household items (such as nappies, cleaning products, toiletries etc). An important distinction between a convenience store and a traditional supermarket is that a convenience store does not offer a 'one-stop-shop' meaning that very often shoppers will need to go elsewhere to complete their shopping trip.

In this regard, a Co-op convenience store will complement, rather than compete with, existing local traders or services, providing considerable potential for linked trips and other spin-off trade, which often are to specialist or independent retailers.

There are two defined local centres located within the vicinity of the application site, Bedhampton and Park Lane. Bedhampton is located 250m east of the site and approximately a five-minute walk away. The centre includes a number of light industrial businesses such as car showrooms and garages alongside takeaways, public houses/ restaurants, a number of retail stores and three small / medium

sized convenience stores. A site visit carried out on 2 August 2019 confirmed that the centre was in good health, with no visible vacancies. The convenience stores include:

- Spry News - limited cold goods offering (bacon, milk, sandwiches) remaining floor stock was non-perishable food items and newspapers/magazines;
- Hartley Store - small/medium size selling large selection of frozen foods, small fresh produce section, cleaning products, pet food, non-perishable food and alcohol.
- Booze and More - small/medium size selling alcohol, cleaning supplies, non-perishable food and some frozen foods

The well recognized principle of 'like affects like' is particularly important in the context any assessment of the proposed Co-op store. Based on our assessment of the centre and the existing retail provision, whilst there may be some overlap in the type of goods sold, these stores provide a different offer. Furthermore, like Co-op, these stores will operate on a localized catchment and therefore local residents will typically choose store closest to their home / work to complete their 'top up' shopping i.e. their catchments will not overlap significantly. In light of the above the Co-op will not compete head on with these other stores.

Park Lane is located 1km north of the application site and approximately a fifteen-minute walk away. The centre offers a petrol station with adjoining coffee shop, takeaway shops, pharmacy, betting shop and two convenience stores. The convenience stores comprise a Best One and Southern Co-op, the latter of which is comparable in size to that being proposed at Belmont Grove. A site visit carried out on 2 August 2019 confirmed there was one vacancy within centre. Given that the proposed Co-op store at Belmont Grove will serve a localized catchment, we do not consider there will be any significant overlap with the customer catchment of Park Lane centre. As such any trade draw from this centre will be limited. We would draw officer's attention to the Southern Co-op at Park Lane local centre which trades side by side other retailers, including a smaller convenience store next door (Best One) and a Spar (part of the BP garage). This demonstrates that convenience stores (even of the size being proposed at Belmont Grove) do not monopolise trade within a local area / local centre.

Therefore, whilst the site sits outside the boundaries of the defined local centres and slightly exceeds the net sales area threshold defined within Policy DM19 (150sqm), due to its location within an undefined local centre and complementary nature, it is considered that the proposal is acceptable within the proposed location. The proposed small-scale convenience store will seek to meet local resident's 'day to day' shopping needs. It will reduce the need to travel further afield and promote more sustainable travel and shopping patterns.

We do not consider the proposals will result in a significant adverse impact on the existing defined local centres. Indeed, we consider that the Co-op will seek to increase the convenience trade retention in the local area as well as promoting linked trips to other shops and services in Bedhampton.

We trust the above provides assistance in assessing the merits of this planning application. Please do not hesitate to contact Brie Foster on 07341 564 834 or at brie.foster@peacockandsmith.co.uk should you require any further information.

Yours sincerely,



PEACOCK + SMITH