

Date: Tuesday, 7 February 2017

Time: 2.00 pm

Venue: Shrewsbury/Oswestry Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire, SY2 6ND

Contact: Linda Jeavons, Committee Officer
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SOUTH PLANNING COMMITTEE

SCHEDULE OF ADDITIONAL LETTERS

NOTE: This schedule reports only additional letters received before 5pm on the day before committee. Any items received on the day of Committee will be reported verbally to the meeting

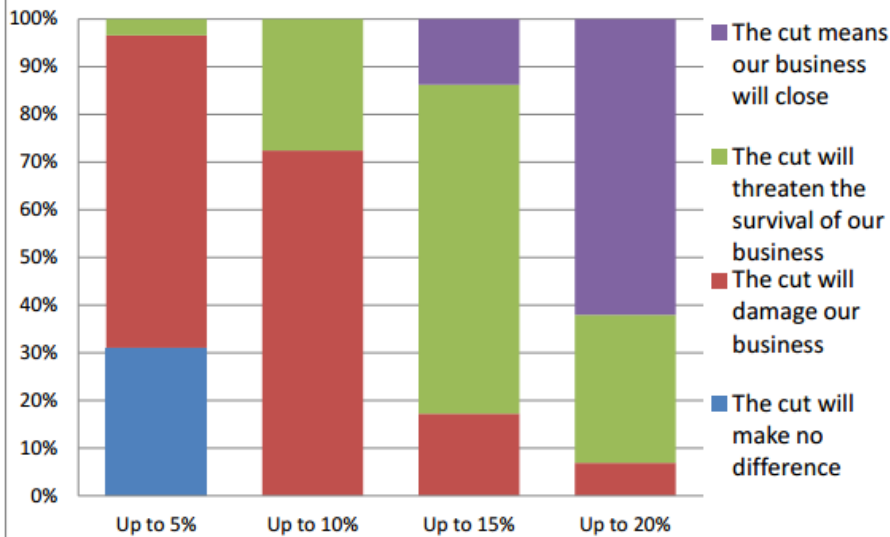
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Agenda Item 8

SOUTH PLANNING COMMITTEE		
SCHEDULE OF ADDITIONAL LETTERS		
Date: 7 th February 2017		
<p>NOTE: This schedule reports only additional letters received before 5pm on the day before committee. Any items received on the day of Committee will be reported verbally to the meeting</p>		
Item No.	Application No.	Originator:
5	14/05573/OUT (Rocks Green)	Objectors
<p>Three further letters of objection have been received. The additional comments, not already summarised in the officer report, relate to the revised scheme and are as follows:</p> <ul style="list-style-type: none"> - Consider this distorts the impact on Ludlow - No evidence of Tesco overtrading - Existing supermarkets rarely exceptionally busy - Budgens recently closed - Independent traders not properly assessed - Proposal would change the character of shopping journeys in Ludlow - Loss of linked trips 		
Item No.	Application No.	Originator:
5	14/05573/OUT (Rocks Green)	Supporters
<p>Two letters of support have been received. One from a resident with the following comments:</p> <ul style="list-style-type: none"> - No concerns about access - Ludlow needs another fuel station and supermarket for better choice and reduced prices - Will bring jobs <p>The second letter is from SP Broadway (public relations consultant on behalf of applicant) commenting as follows:</p> <ul style="list-style-type: none"> - Store reduced in size and therefore impact reduced - Store relocated on the site reducing the impact on the A49 and nearby houses - Applicant willing to restrict delivery times to exclude 8-9am and 3-4pm - Additional information provided regarding traffic impact including LUD017 - 55% of residents who have commented on amended application support it - Will increase retail choice - Budgens parent company being bought by Tesco - Will provide jobs 		
Item No.	Application No.	Originator:
5	14/05573/OUT (Rocks Green)	Midcounties Cooperative
<p>A letter has been received on behalf of Midcounties Cooperative commenting that the floorspace reduction is 14% and would not have a pro-rata reduction in turnover or the impact on the town centre. The reduction in impact is illusionary and they are aware of appeal decisions where considerably lower percentages have been found significant by the Secretary of State.</p> <p>Furthermore they consider that the store is poorly located given the barrier of the A49 and shoppers are no longer carrying out large food shopping trips. The proposed location is accessible by car with parking and therefore has significant advantages over the stores operating with the restrictions of a town centre location.</p>		

Item No.	Application No.	Originator:
5	14/05573/OUT (Rocks Green)	Philip Dunn MP
<p>Philip Dunn MP has written with the following comments:</p> <p><i>"I have serious concerns about the impact of this proposed supermarket on an edge of town site beyond the A49 at Ludlow.</i></p> <p><i>Ludlow is a draw for many tourists, who come to see a thriving market town with a wide array of independent shops. All of these visits create jobs and growth in Ludlow's economy. Permitting this development brings with it the very real possibility of undermining that appeal, and threatening livelihoods. Any potential short term boost in local jobs from a new supermarket would all too quickly undermine the jobs of others in town.</i></p> <p><i>We know there is pressure on trade in Ludlow. Recent news of the decision to close one of the three existing supermarkets, Budgens in the town centre, is indicative of the close competition for customers. The adjacent convenience store One Stop, which hosts the main Post Office in the town, has announced it is to close, further demonstrating that Ludlow cannot sustain its existing convenience food offer. HSBC's decision to remove their branch from the town centre will have a knock on effect on footfall elsewhere. Sucking trade out of the town centre would not only further undermine local trade, ensuring money is taken out of the economy.</i></p> <p><i>I have sympathy with those who want a supermarket retail offer with cheap clothing for children and adults. But this application at Rocks Green is not large enough to enable the provision of a clothing offer. Added to this, the application is speculative, and we have no idea who the tenant will be. So we cannot know whether this space would enhance Ludlow's retail offer. But we do know, from past experience, of the very detrimental effect an edge of town supermarket can have on a market town, as happened just along the A49 in Leominster.</i></p> <p><i>I firmly believe that permitting this development would set a precedent that would undermine town centre trade, reduce local employment, and add nothing to the local retail offer. I would urge those on the planning committee to think very carefully when determining this application, and not to sacrifice Ludlow's long term future for a short term fix."</i></p>		
Item No.	Application No.	Originator:
5	14/05573/OUT (Rocks Green)	Love Ludlow
<p>This is not a good thing for the town. Dispute Indigo's erroneous figures about impact. Serious concern amongst business owners in town about their future. Conducted a survey which shows loss of up to 10% income will threaten the survival of a quarter of businesses (28%) and loss of a fifth of income will threaten the survival of nearly all (93%). This table shows their survey results:</p>		

Effect of Income Cuts on Independent Shops



Agree that Ludlow does need another filling station and small convenience store that would serve the needs of that end of town and have provided the following alternative:



Item No.	Application No.	Originator:
5	14/05573/OUT (Rocks Green)	Agent
The agent has provided the attached letter suggesting a condition controlling the end user of the proposed store; commenting on the possibility of Lidl taking the store and providing a revised table BB. This letter and appendices are attached in full along with a separate letter from Lidl.		

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Ms K Townend
Shropshire Council
Development Management
Shropshire Council
Edinburgh House
Wem
Shropshire
SY4 5DB

By email only
karen.townend@shropshire.gov.uk
let.032.SM.KT.02850013

3 February 2017

Dear Karen

**LAND AT ROCKS GREEN, LUDLOW
REF: 14/05573/OUT**

Ahead of the Committee next week, there are a few matters that have arisen that we think Councillors should be made aware of.

A condition to restrict retailers at the site

Although officers agree that there will not be a significant adverse impact on the vitality and viability of Ludlow town centre as a result of the proposals, we understand that Members are concerned that existing food retailers could relocate from the town centre to our site, and so potentially weaken the town centre.

This is not the case. We want to provide more choice for shoppers. However, in order to address this concern, we suggest that a condition (or legal obligation) be imposed on the site that restricts any existing large food retailer within Ludlow occupying the site. We propose the condition to be worded as follows:

For a period of five years from the date on which the development is first occupied, the retail unit hereby approved shall not be occupied by any food retailer who at the date of grant of this permission, or within a period of 12 months immediately prior to the occupation of the development hereby approved, occupies food retail floorspace which exceeds 500sqm (Gross Internal Area) within Ludlow.

Such conditions are relatively common. The validity of such restrictions has recently been considered by the Court of Appeal and it was held to be acceptable. For reference, the case is R (on the application of Skelmersdale Ltd Partnership) v (1) West Lancashire Borough Council (2) St Modwen Developments (Skelmersdale) Ltd (2016) EWCA Civ 1260.

Lidl store requirements

At the previous committee I suggested that the unit would be of a suitable size for Lidl to occupy. However, there was some scepticism about this as one or two members felt that the store would be too large for a Lidl.

As you know, we have now reduced the size of the store and I attach information from Lidl's website where they set out their requirements for future stores (<http://www.lidl.co.uk/en/16408.htm>). The website states that they are looking for units of between 20,000 sqft and 30,000 sqft (**Appendix 1**) and, therefore, the revised proposals at Rocks Green would meet their requirements.

The website also confirms Lidl's requirement for Ludlow (**Appendix 2 and 3** – Ludlow is 37).

Impact Table BB

As you are aware, we received comments from Councillor Boddington on Revised Table AA which was attached to our letter dated 22 December 2016. In order to address these comments, and to clarify some ambiguities in Revised Table AA, we have prepared Table BB (**Appendix 4**).

Table BB shows that the overall impact on Ludlow town centre remains unchanged with a worst case scenario of 9.6%, and that the impact on stores other than Tesco is between 2.3% and 3.1%.

Given Councillor Boddington's concerns, I think that it might be helpful if Table BB is provided for Committee Members.

I would be grateful if this letter and the appendices could be considered as a late representation. I trust the above is clear, but should you have any questions, please do not hesitate to contact me or my colleague Alexander MacGregor.

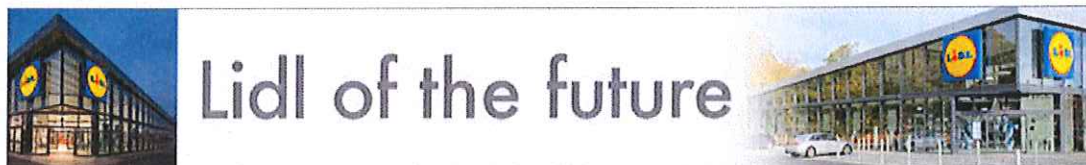
Yours sincerely



Sean McGrath

Enc: Appendix 1 - Lidl site requirements;
Appendix 2 - Lidl new location list;
Appendix 3 - Lidl site requirements map of Nottingham, Derbyshire, Shropshire, Staffordshire, Cheshire East; and
Appendix 4 - Table BB
cc: Fergus O'Donovan – Blackfriars Property Group

Appendix 1 - Lidl site requirements



We have ambitious plans to double our stores to 1200.

We will consider opportunities in addition to those areas listed.

Our Requirements:

- Prominent sites in town, district, edge of centre or out of town locations
- Ideally main road frontage with easy access and strong pedestrian or traffic flow
- Freehold, leasehold or long leasehold opportunities
- Unit sizes flexible on design and scale between 20,000 and 30,000 sq ft
- 1.5 acre plus stand alone units or up to 4 acres for mixed use scheme developments by Lidl in conjunction with or acting as a developer

Our London Requirements:

- Unit sizes flexible on design and scale between 10,000 and 30,000 sq ft
- Approx. 0.8 acres plus stand alone units or up to 4 acres for mixed use scheme developments by Lidl in conjunction with or acting as a developer
- With or without car parking and in close proximity to key public transport links

What you can expect from Lidl:

- Response within 7 days
- Competitive fee structure - 1.5% (acting as agent for a previously unknown site)
- 10% of Year 1 rent for leaseholds

Document 2

Appendix 2 - Lidl new location list

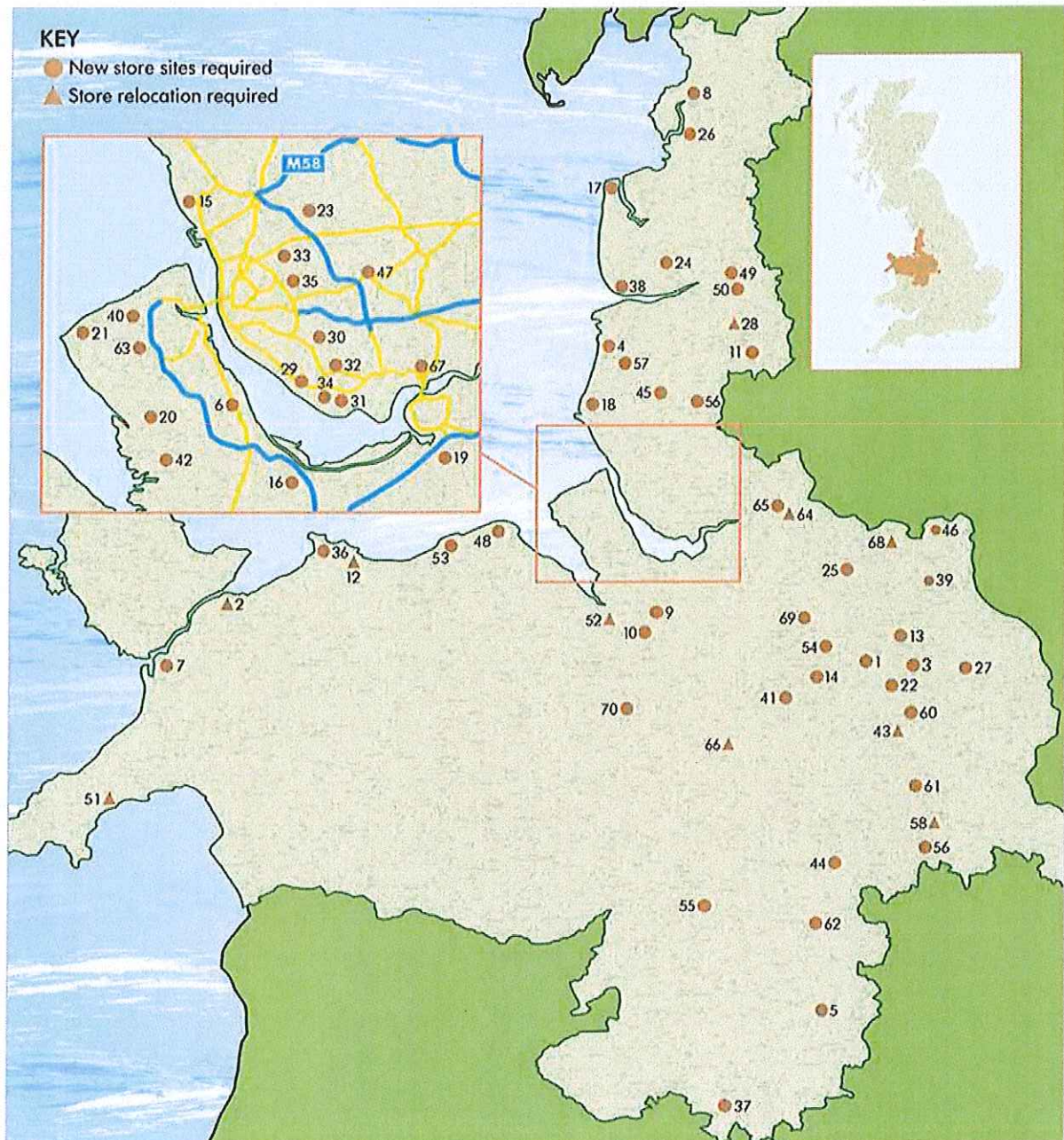


Lidl Site Requirements in North Wales/Lancashire/ Merseyside/Cheshire/Staffordshire

- | | | |
|-------------------------|-------------------------------------|----------------------------------|
| 1. Alsager | 25. Knutsford | 49. Preston - North |
| 2. Bangor (rel) | 26. Lancaster | 50. Preston - South |
| 3. Biddulph | 27. Leek | 51. Pwllheli (rel) |
| 4. Birkdale | 28. Leyland (rel) | 52. Queensferry (rel) |
| 5. Bridgnorth | 29. Liverpool - Aigburth | 53. Rhyl |
| 6. Bromborough | 30. Liverpool - Childwall/ Gateacre | 54. Sandbach |
| 7. Caernarfon | 31. Liverpool - Garston | 55. Shrewsbury |
| 8. Carnforth | 32. Liverpool - Hunts Cross | 56. Skelmersdale |
| 9. Chester - North | 33. Liverpool - Norris Green | 57. Southport - North |
| 10. Chester - South | 34. Liverpool - Speke | 58. Stafford - North (rel) |
| 11. Chorley | 35. Liverpool - West Derby | 59. Stafford - South |
| 12. Colwyn Bay (rel) | 36. Llandudno | 60. Stoke on Trent |
| 13. Congleton | 37. Ludlow | 61. Stone |
| 14. Crewe | 38. Lytham St. Annes | 62. Telford - South |
| 15. Crosby | 39. Macclesfield | 63. Upton |
| 16. Ellesmere Port | 40. Moreton | 64. Warrington - Latchford (rel) |
| 17. Fleetwood | 41. Nantwich | 65. Warrington - North |
| 18. Formby | 42. Neston | 66. Whitchurch (rel) |
| 19. Frodsham/Helsby | 43. Newcastle Under Lyme (rel) | 67. Widnes |
| 20. Heswall | 44. Newport | 68. Wilmslow (rel) |
| 21. Haylake/West Kirkby | 45. Ormskirk | 69. Winsford |
| 22. Kidsgrove | 46. Poynton | 70. Wrexham - Northeast |
| 23. Kirkby | 47. Prescott/Rainhill | |
| 24. Kidsgrove | 48. Preston | |

Document 3

Appendix 3 - Lidl site requirements map



Document 4

Revised Table BB: Impact Smaller Stores in Ludlow at 2019 (Jan 2017)

	Total convenience and comparison turnover (£m)	Proposed direct trade draw from town centre to new store (£m)	Loss of linked trips (£m)	Total diversion (£m)	Turnover after proposal (£m)	Impact on Ludlow town centre
Scenario A						
Tesco, Ludlow	22.48	5.40		5.40	17.08	24.0%
Other stores in Ludlow town centre	50.50	0.99	0.20	1.18	49.31	2.3%
Total	72.97	6.38	0.20	6.58	66.40	9.0%
Scenario B						
Tesco, Ludlow	22.48	5.40		5.40	17.08	24.0%
Other stores in Ludlow town centre	50.50	0.99	0.39	1.38	49.12	2.7%
Total	72.97	6.38	0.39	6.77	66.20	9.3%
Scenario C						
Tesco, Ludlow	22.48	5.40		5.40	17.08	24.0%
Other stores in Ludlow town centre	50.50	0.99	0.59	1.58	48.92	3.1%
Total	72.97	6.38	0.59	6.97	66.00	9.6%

Source/notes:

1. Based on Table 15 of Indigo's Planning and Retail Statement and Table AA (Nov 2016)
2. Loss of linked trip expenditure estimated by Shropshire Council.



Ms K Townend
Shropshire Council
Development Management
Shropshire Council
Edinburgh House
Wem
Shropshire
SY4 5DB

6 February 2017

Dear Karen

**PROPOSED FOODSTORE AT ROCKS GREEN, LUDLOW (LPA REF:
14/05573/OUT)**

Following our discussion on Thursday, I am writing to confirm that Lidl do want a store in a Ludlow. If permission is granted this week, the site at Rocks Green would be suitable for us and the size of the store proposed is appropriate.

We are discussing terms with the developer. If there is a consent in place and we can reach agreement, we will develop a Lidl foodstore on the site creating new local job opportunities.

For your information, it is well known in Ludlow that Tesco and Aldi are overtrading and that expenditure is leaking to stores outside of Ludlow. A new Lidl store will provide residents with more choice and competition and claw back expenditure leaking elsewhere.

I know Ludlow town centre well and Lidl UK GmbH have been actively seeking a site to deliver a foodstore. If Lidl UK can agree terms to progress this opportunity I am confident that a Lidl store opening at Rocks Green will not have a detrimental impact on small shops in the town centre.

If you require any further information from me, please let me know.

Yours sincerely

Joanne Hawley
Head of Property
Lidl UK GmbH

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