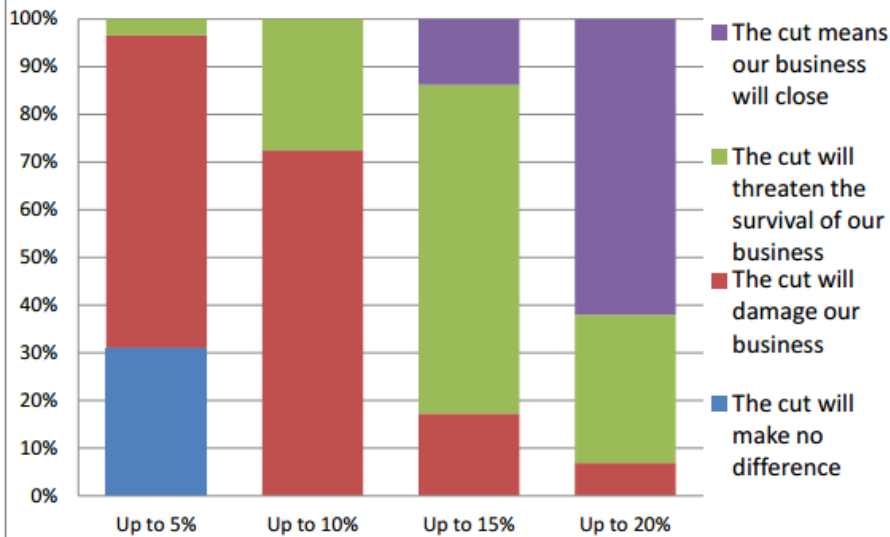


SOUTH PLANNING COMMITTEE		
SCHEDULE OF ADDITIONAL LETTERS		
Date: 7th February 2017		
NOTE: This schedule reports only additional letters received before 5pm on the day before committee. Any items received on the day of Committee will be reported verbally to the meeting		
Item No.	Application No.	Originator:
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.		